



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE WORLD UPDATE

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to provide an update on Yowie World the free website, app and digital experience at www.yowieworld.com launched in February 2014.

Designed to extend the Yowie brand experience beyond confectionery, Yowie World brings Yowie collectables to life through games, quizzes, interactive stickers and books with 3 games available for download.

Yowie World provides the opportunity for children to learn more about the protection of endangered animals and their threats of extinction. Consumers are invited to ‘Discover Yowie World Today!’ via Yowie product leaflets (see below), messaging on pack, posters, digital marketing, social media and carefully targeted promotion.



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Key statistics to date include:

- Over 10,000 sessions experienced on YowieWorld.com
- January 2015 was the busiest month with over 1250 unique users
- There are over 1100 registered users
- Visitors have come from over 87 countries
- U.S is the main country of origin with 66% of users in January from the U.S.
- 25% of the audience come back month on month
- Average page duration since launch is 3 minutes 30 seconds
- The Yowie App has been downloaded over 700 times and gets a score of 4.5/5 on Google Play
- Reviews include comments such as 'very informational on many different species. Definitely going to recommend this game to friends.'
- Consumers have been using both Instagram and Twitter to share their love of Yowie, reaching over 40,000 people
- YouTube continues to grow rapidly, with over 40 videos having been created featuring Yowie, with these videos having been viewed nearly 500,000 times
- Consumers can now find out 'Where to Buy' Yowie in their local area through regular store location updates together with mapping guidance from the top navigation bar at www.yowieworld.com
- An independent Yowie Fan Club has been launched on Facebook

Produced by a world class digital and strategy team based out of the U.K. Yowie World is COPPA compliant (Children's on line Privacy Protection Act) and administered to high level safety and privacy standards.

Yowie World supports the Yowie mission to help 'Save the Natural World' and the Yowie core brand proposition that is 'Play and Learn'. Digital media remains the primary preferred communication medium for the Yowie consumer and target market.

Yours sincerely



Wayne Loxton
Executive Chairman

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About Yowie

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around eight years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yowieworld.com

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