



ABN 98 084 370 669

January 27, 2016

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE CELEBRATES FRONT END SUCCESS IN THE U.S. MARKET

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the following Nielsen recorded scan data results for \$ value sales performance on the front end check out prime selling location for 13 weeks ending 26 Dec 2015.

Yowie is delighted with these latest Nielsen results and in the Director’s view this is an exceptional result. Yowie U.S market achievements in the biggest consumer market and largest retailer in the world have been delivered with minimal marketing investment, within eighteen months of the product launch into the market and within only three years from the startup of the company having listed on the Australian Securities Exchange in late December 2012.

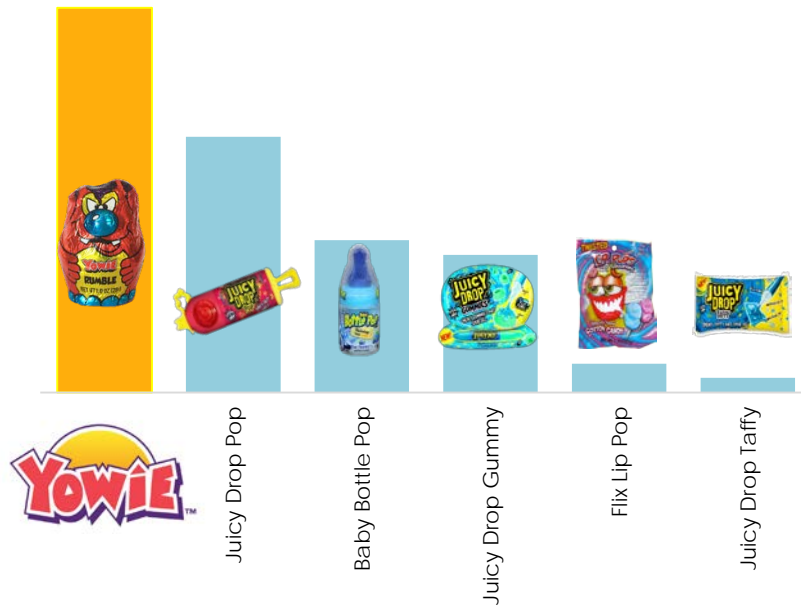
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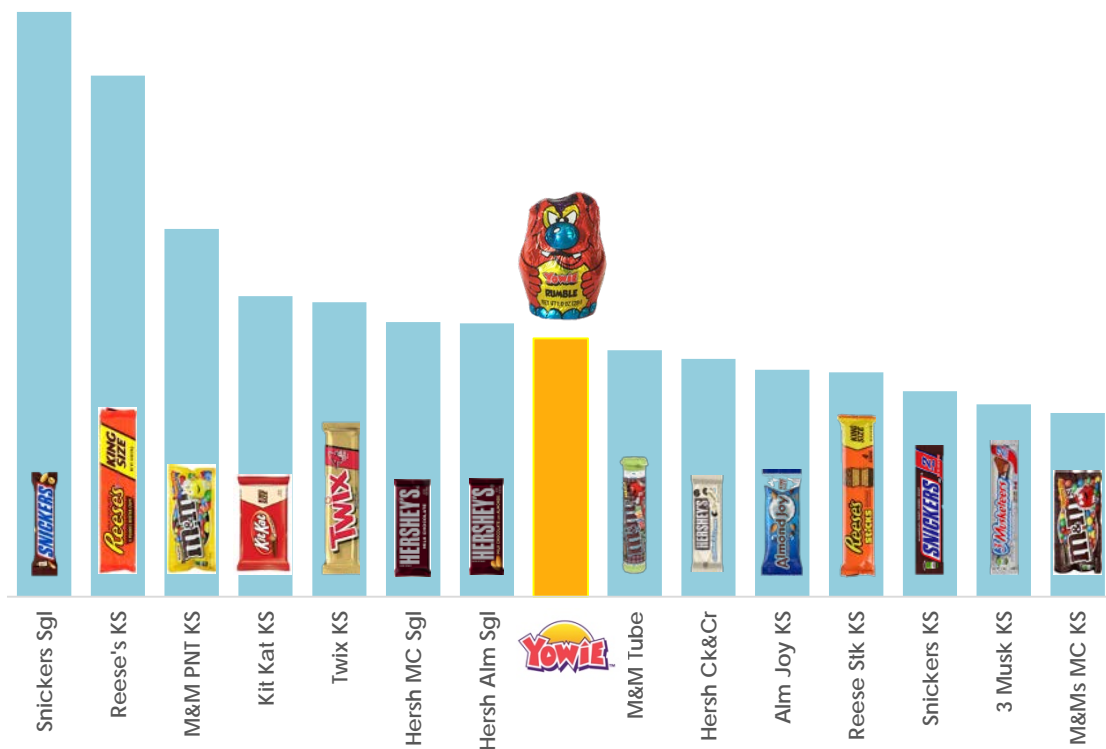
LARGE NATIONAL MASS RETAILER

- **YOWIE IS THE #1 SELLING FRONT END NOVELTY CANDY ITEM**



Nielsen scan data: \$ value sales for 13 weeks ending 26 Dec 2015

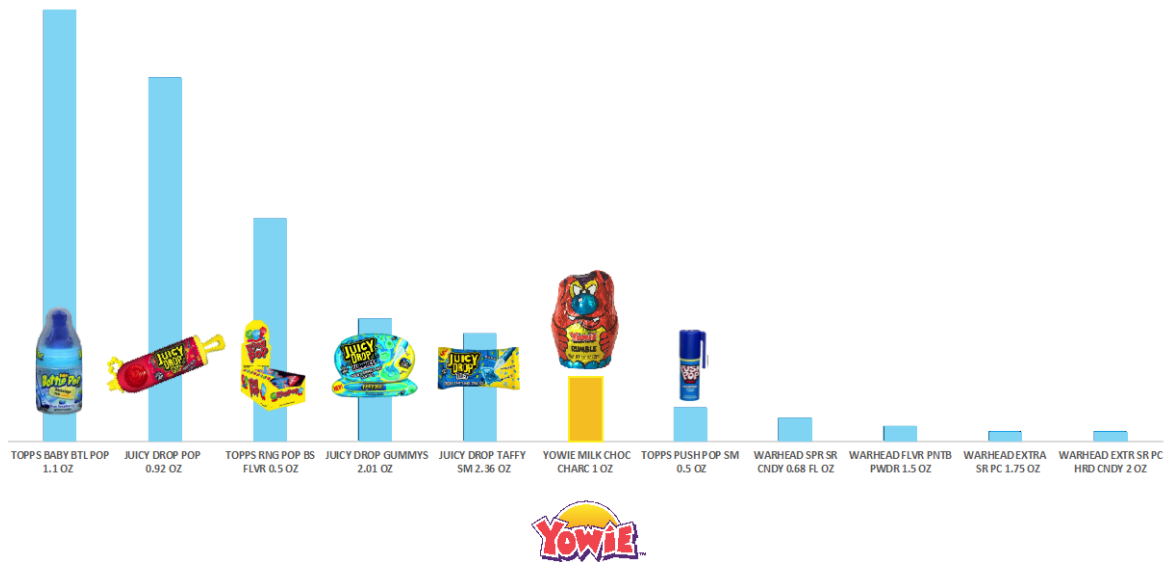
- **YOWIE IS THE #8 SELLING FRONT END CANDY ITEM**



Nielsen scan data: \$ sales for 13 weeks ending 26 Dec 2015 includes all front end candy items

CONVENIENCE

- **Yowie is now a \$1million+ retail sales brand in the Convenience channel** with sales registered in more than 3400 Convenience Stores nationwide, with over \$500,000 sales recorded in the past 13 weeks.
- The Yowie Convenience result is for \$ sales achieved from a distribution base of less than 3% of total convenience stores. This is against strong competitor brands with much greater distribution.



Nielsen Total Convenience scan data: \$ sales for 13 weeks ending 26 Dec 2015

(Note: The brand images appearing in these charts are trademarks of each respective brand owner.)

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The Nielsen Company is a leading global information and consumer market measurement company. Nielsen is a world leader in independent measurement of what consumers and shoppers buy using retailer scanner-based sales and causal information gathered weekly from thousands of retail outlets across the U.S.

A geographically and demographically targeted marketing program is in development for Qtr. 2, 2016. Yowie looks to an even more successful 2016 through its U.S market program and global market expansion plans.

Yours sincerely

Wayne Loxton
Executive Chairman
Yowie Group Ltd

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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