



June 14, 2016

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE APPOINTS BERT ALFONSO AS GROUP GLOBAL CEO



Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Group" or "Yowie") is pleased to announce the appointment of **Bert Alfonso** as **Chief Executive Officer, Global, of Yowie Group Ltd**, commencing 13 June 2016. A global senior executive with over 30 years' experience in improving operating performance and increasing shareholder value in a broad range of leadership roles, Bert will assume overall global responsibility for all day-to-day management decisions of Yowie while Salvador (Sal) Alvarez will continue as Chief Executive Officer of the Group's wholly owned subsidiary, Yowie North America Inc.

Known for building extraordinary global teams that work together to create a winning culture, Bert has delivered a verifiable track record of achieving above market revenue, profit, and operating performance at Hershey, Cadbury Schweppes and Warner Lambert. Bert is also accomplished in business turnarounds, driving top-line growth, merger and acquisition and restructuring to increase shareholder value. Bert brings a wealth of global consumer brands, healthcare industry, international markets and cross discipline operational leadership experience to the Group.

Bert was President, International for The Hershey Company from April 2013 until his retirement in June 2015. In this role, Bert was responsible for accelerating Hershey's growth in China, Mexico, Brazil, and India. His responsibility included leading the strategy and direction of the Asia Middle East & Africa region, Hershey Mexico and Caribbean, South East Asia, World Travel Retail as well as company-wide Mergers and Acquisitions. Previously, Bert served as Executive Vice President, Chief Financial Officer and Chief Administrative Officer. In this role, Bert was responsible for Hershey's finance, merger and acquisitions, integrated business

Head Office

Yowie Group Ltd
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Perth WA 6000

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planning functions, information services, and global shared services. Bert joined Hershey in 2006 as Vice President, finance and planning, U.S. commercial group. He was named Senior Vice President, Chief Financial Officer, in 2007.

Bert has more than 30 years of financial leadership across all areas of finance, including treasury, business support, and supply chain. He has extensive international experience as well as a deep understanding of the snack and confectionery markets. He has worked on assignments outside of the U.S. in Argentina, Puerto Rico, Canada, and the United Kingdom. Throughout his career, he has maintained a strong focus on driving profitable growth, and he played a key role in providing the financial insights, analysis, and tools to help Hershey realize opportunities in the global confectionery and snack markets.

Prior to joining Hershey, Bert was executive vice president finance, chief financial officer, Americas Beverages, for Cadbury Schweppes. In this position, he led all finance and information technology functions for the United States, Canada, Mexico, and the Caribbean region. Bert joined Cadbury Schweppes in 2003 as vice president finance, global supply chain. In this role, he was based in London with responsibility for developing financial and strategic aspects of the company's global supply chain, including logistics, procurement, and sourcing. Prior to Cadbury Schweppes, Bert was vice president and chief financial officer for the Adams Division of Pfizer, Inc., and led the divestment of the Adams business.

A native of Cuba, Bert graduated with a bachelor's degree in accounting and an MBA degree in marketing from Rutgers University and he is a CPA. He serves on the Eastman Company Board of Directors as Board Director, Audit Chair and Member of Finance and Environmental, Health & Safety Committees. Bert currently resides in New Jersey.

Yowie's Executive Chairman, Wayne Loxton said "Yowie is delighted a senior industry leader with Bert's experience and recognized talent identifies with the Yowie global opportunity and is enthused by the challenge in accelerating the Yowie global brand vision and mission".

Mr Loxton went on to say that "Bert's acceptance of the Yowie global leadership opportunity is a strong endorsement for the consistent Yowie sales and market share performance and consumer acceptance of the Yowie chocolate candy product in the U.S. market and international market trials. Preliminary response to Yowie development in other categories including publishing, digital and animation further reinforces the brand opportunity".

The material terms of Mr Alfonso's executive service agreement as CEO are detailed in the attached annexure.

The Yowie team welcomes Bert and look forward to working with him in taking Yowie to the world and creating further Yowie brand success.

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Yours sincerely

A handwritten signature in black ink, appearing to read "Wayne Loxton".

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.yovieworld.com

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Annexure

The material terms of the executive service agreement with Mr Alfonso are as follows:

1. A base salary of US\$350,000
2. Rights to fully paid shares ordinary shares (**Shares**) to be issued under the YOW Employee Incentive Plan, as follows:
 - 2.1 3 million Sign-on Service Rights to be issued in tranches of 1 million rights on the anniversary of commencement of employment;
 - 2.2 Short Term Incentive Performance Rights to the value of US\$350,000 to be determined at the closing price of a Yowie share at date of determination of satisfaction of the relevant vesting condition; and
 - 2.3 Long Term Incentive Performance Rights to the value of US\$700,000 to be determined based on the 5 day VWAP of Yowie Shares immediately before the date of commencement of employment,

The issue of Performance Rights under 2.2 and 2.3 will be subject to vesting conditions based on key performance indicators to be agreed between the parties.

The Performance Rights will be granted at no cost. Once the vesting conditions are met (or waived) the Performance Rights will be automatically exercised for nil consideration. Each Performance Right will convert to one Share.

3. The agreement is for a term of 3 years and may be terminated:
 - 3.1 by Mr Alfonso or the Company without cause with 3 months' notice. The Company may pay Mr Alfonso in lieu of the notice period; and
 - 3.2 by the Company with immediate effect in the event of serious or willful misconduct.

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