



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GAINS ACCESS TO 10,000 NEW CONVENIENCE CHANNEL OUTLETS IN U.S. MARKET

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the Yowie chocolate candy product is now included in the Eby-Brown Smart Store Program™, a category management program tailored to the requirements of independent stores in the convenience channel in the U.S. market.

Eby-Brown is a leading wholesale distributor to the convenience industry supplying 14,000 chains & independents in the convenience channel across a service area that encompasses 18 U.S. States.

Yowie has been added to Eby-Brown’s recommended planogram within the Smart Store Program™ which impacts 10,000 accounts. Rollout is progressive with not all stores going live at the same time, with distribution building progressively over time as retailers reset their store shelf layouts.

Eby-Brown’s Smart Store Program™ has been designed to increase customers’ sales and profits. It is a unique and cutting edge program that helps customers in the convenience channel identify what items they should be carrying in their stores. A fact based methodology compares actual sales to c-store syndicated data. The result is an analysis that provides additional volume projections by category, based on changes in the stock keeping unit (SKU) mix.

Inclusion and successful implementation in Eby-Brown’s Smart Store Program™ will expand Yowie customer base to over 40,000 active customer accounts and/or, account groupings. Invitation for Yowie to join the Smart Store Program™ is a direct outcome of Yowie sales performance results to date in

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the convenience channel from an initial low distribution base and further reinforcement of consumer acceptance of the Yowie chocolate candy product in the U.S. market.

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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