



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE SECURES ANGRY BIRDS LICENCE AGREEMENT

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Company" or "Yowie") is pleased to announce that Yowie has signed a **Licensing Agreement** with Rovio Entertainment Ltd. ("Rovio"), the Finnish entertainment media company and video game developer of the globally successful **Angry Birds franchise** for the rights to manufacture and distribute an Angry Birds chocolate candy inclusion product with an Angry Birds collectable surprise inside for the U.S. market. The terms of the agreement give Yowie licensing rights for a period of three years up until **September 2018**. Rovio is listed as No. 51 of the *2015 Top 150 Global Licensors.

The Angry Birds chocolate candy launch into the U.S. market is being timed to coincide with the release of a **new Angry Birds movie in May 2016**. The movie is being produced by Sony Pictures and a trailer can be found here: <http://www.rovio.com/en/news/blog/709/watch-the-trailer-for-the-angry-birds-movie>.

The Angry Birds chocolate candy will be similar in size and shape to the Yowie product line, but with distinctive Angry Bird character foils and collectables. The product will be produced on the Yowie manufacturing line to Yowie global benchmark quality and safety standards. The opportunity to order Angry Birds chocolate candy will be available to all retailers including current Yowie stockists and distribution partners. The launch will be supported by Rovio generated marketing spread across a range of Angry Birds licensed lines. More details for the chocolate candy launch will be released later in the year.

Angry Birds is a video game franchise and one of the world's biggest entertainment brands. The original mobile game was launched in 2009 and remains the number one paid app of all time. Angry Birds expanded rapidly into consumer products, publishing, and animation including Angry Birds Toons with over **5 million Toons video views**, a weekly animated cartoon series distributed through the ToonsTV app, Angry Birds games and TV broadcasters. As of July 2015 the Angry Birds series:

- reached **over three billion downloads** across all platforms;
- become the highest downloaded freemium series of games of all time;
- has **over 2 billion You Tube views**;
- has **27.5 million Facebook followers**; and
- has **above 90%** aided brand awareness. (Source: Rovio)

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Wayne Loxton, Yowie Group Executive Chairman, stated: "Angry Birds is one of the most recognizable entertainment franchises in the world and we are pleased Rovio has chosen to partner with Yowie for the U.S. market. We look forward to a successful partnership outcome".

Yowie welcomes the addition of the Angry Bird license and the opportunity this brings to execute the company strategy to drive growth and increase revenue for the Yowie led, new and rapidly expanding embedded chocolate candy category in the U.S. market.

Yours sincerely



Wayne Loxton
Executive Chairman
Yowie Group Ltd

*Source: 2015 License!Global_the leading source of news and trends for the global consumer products and licensing industry produced by UBM Advanstar Communications Inc.

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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