



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE ANNOUNCES BRUCE DAVEY APPOINTMENT AS GLOBAL CREATIVE CONSULTANT**

**Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Group" or "Yowie")** is pleased to announce the appointment of Australian Film Producer Bruce Davey as an independent Global Creative Consultant and advisor to the Group.

With over 25 years of experience in the film, television and entertainment industry, Bruce is uniquely placed to provide creative guidance and direction to the Group as it moves to open up other categories beyond confectionery including publishing, film and animation.

Born in, and based out of Sydney, Australia, Bruce brings to Yowie Group a wealth of experience and extensive contacts in the entertainment industry in the U.S, having been a resident of Los Angeles for 18 years, and across the world. Bruce is currently Chairman of Icon Group and intends to continue in this role.

Bruce has already commenced working with the Group on the development of Yowie publishing and Yowie animated webisodes (7 x 3 minute webisodes), designed to share the Yowie story and introduce each of the Yowie characters. A webisode is an episode of a series that is distributed as web television. It is available either for download or in streaming, as opposed to a first airing on broadcast or cable television. The format can be used as a preview, a promotion, as part of a collection of shorts, or a commercial. Both the publishing and webisode developments are being tailored for the US market and scheduled for launch in early 2017.

Yowie is delighted Bruce has embraced and shares the Yowie brand vision and mission to 'Save the Natural World'.

We welcome Bruce to the Yowie team and look forward to working with him in bringing the Yowie story and characters to life in multiple languages and markets across the world.

Yours sincerely

Wayne Loxton  
**Executive Chairman**  
**Yowie Group Ltd**

**Head Office**  
Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

### **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](http://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](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yowieworld.com](http://www.yowieworld.com)

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