



ABN 98 084 370 669

March 22, 2017

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

BERT ALFONSO JOINS YOWIE BOARD

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) wishes to advise the market that effective immediately **Bert Alfonso** Global CEO Yowie Group Ltd will join the Board as Managing Director.

Having joined the Group as Global CEO in June 2016 Bert’s previous Board experience includes having served as Board Director, Audit Chair and Member of Finance and Environmental, Health & Safety Committees on the Board of the Eastman Chemical Company for six years from 2010 until 2016.

Bert’s qualifications include a bachelor’s degree in Accounting and an MBA degree in Marketing from Rutgers University. Bert is a Certified Public Accountant.

Since joining Yowie in June 2016, Bert has led the Yowie brand in continued growth in the US market through driving consumer demand and building brand equity, together with expansion into new markets with the upcoming launch into Australia.

The Board welcomes Bert’s appointment to the Board now strengthened to four Directors with this appointment.

For and on behalf of Yowie Group Limited

Neville Bassett
Company Secretary

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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 ten 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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