



ABN 98 084 370 669

February 27, 2017

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Resignation of Executive Chairman – Mr. Wayne Loxton

The Board of Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”) wishes to advise that Mr. Wayne Loxton has tendered his resignation as Executive Chairman of Yowie Group Ltd. After four years with Yowie Mr. Loxton wishes to pursue other business interests and opportunities. Mr. Loxton felt the time was right for a new Chairman to come into Yowie and guide the Group through its next growth phase. Mr. Loxton will move from Executive Chairman to Non-Executive Chairman until a new Chairman is appointed, at which time Mr. Loxton will resign from the Board.

Mr. Loxton leaves the Group in a strong position having provided the leadership and vision during the start-up phase of the business. The Group has progressed from an unfunded start-up venture through a successful U.S market launch and then onto a national roll out into the biggest consumer market and retailer in the world. This was all achieved through a virtual company operating across multiple time zones and jurisdictions.

Mr. Loxton has overseen the commencement of the Group’s global expansion with a pending launch into the Australian and New Zealand market later this year.

He also leaves the Group in a strong financial position. The Group has no debt, a strong cash position and importantly a consistently high gross margin. Since listing in late 2012 at a price of 20c with a market capitalisation of \$A11, Yowie’s market capitalisation has grown to its current level of \$A103M with \$US28.5m cash on hand.

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Yowie Group Ltd
Level 4, 216 St Georges Terrace
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Mr. Loxton has been instrumental in developing the Groups manufacturing capability. He secured a new manufacturing agreement and established a manufacturing operation that will allow the Company to meet U.S. market growth and fast track global expansion. He was also able to secure licensing agreement opportunities that include Angry Birds, Yo-kai Watch and Space Pop.

Under the leadership of Mr. Loxton the Group has achieved some outstanding and enviable milestones since launching in the US less than two years ago:

- **Yowie is #1 U.S market Immediate Consumption candy** item based on \$ sales per store ahead of market leading international confectionery brands (*Source: Nielsen Independent Market Data: Total U.S xAOC weeks 12/31/2016*)
- **Yowie is ranged in over 40,000 accounts** including three Tier 1, several Tier 2, plus grocery, drug and specialist retail accounts
- **Yowie has distribution across all 50 U.S States**
- **Yowie has created brand awareness across millions of US consumers** through a carefully targeted campaign strategy and execution
- **Yowie has achieved in excess of US\$30m in gross sales since launch in the US** an exceptional result for an unknown brand with a single SKU

Mr. Loxton said "I move on with confidence that the newly appointed global leadership team is well placed to take the Group to the next stage of evolution and launch the Yowie brand onto the global stage. The brand continues to generate significant interest from retailers and distributors around the world which gives me confidence of a successful international expansion.

I take this opportunity to thank the Board and Yowie team who have supported me and assisted in delivering the results I share with you today. I wish the new Yowie leadership team every success for future Yowie endeavours."

The Board, Yowie Group Ltd

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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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