



June 14, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE APPOINTS MARK SCHUESSLER AS GLOBAL CHIEF OPERATING OFFICER YOWIE GROUP LTD**



**Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Group" or "Yowie")** is pleased to announce the appointment of **Mark Schuessler** as **Chief Operating Officer, Yowie Group Ltd** commencing 13 June 2016.

An experienced senior executive leader with over 30 years' broad U.S. and international markets experience. Mark will report to recently appointed Yowie Global CEO Bert Alfonso and have responsibility for Yowie international market development.

Mark has extensive cross discipline and cross category operational and leadership experience in the consumer packaged goods industry with Doumak Inc., The Campbell Soup Company, Procter and Gamble and early financial roles in the printing and banking industries.

Mark was President and Chief Operating Officer of Doumak Inc. from 2013, a privately held \$100m+ confectionery manufacturer of the Campfire® brand and private label marshmallows distributed throughout the U.S. and the Rocky Mountain™ brand distributed in over 70 countries globally. During his leadership period the company experienced annual top line double digit growth and a significant increase in the bottom line through increased productivity, new item launches and a global market focus including a global licensing partnership with Sony Pictures for the Ghostbusters movie franchise. Management of export growth continued at >15% annually with a focus on the growth regions of South East Asia and the Gulf states. Prior to being President/COO Mark was Vice President Sales and Marketing/COO from 2008 – 2012 and VP Sales and Marketing from 2002 – 2007 with significant sales and profit growth. During this period Mark led the acquisition of the Campfire® brand from Con Agra Foods.

Prior to joining Doumak Inc. Mark was Sales Division Manager (2000-02) and Sales Finance Manager (1997-2000) for The Campbell Soup Company a manufacturer and marketer of consumer packaged goods (total company sales of \$9billion).

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Perth WA 6000

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Mark's roles at Procter and Gamble during 1989-1997 (\$83b annual total company sales) included global finance, cost management and analysis for beauty care, hair care, personal care, hard surface cleaners, internal auditing and activity based cost management of the Cincinnati soap plant.

Mark began his career as a commercial lending officer for the First National Bank in Cicero, Illinois (1982-5). He has an MBA, Finance from the University of Chicago and a Bachelor of Science in Business Administration from Georgetown University, Washington, D.C. He was Chairman of the Board of Paonia Financial Services from 1995-2006. Prior to that he was a Board member of the Kansas State Bank in Kansas Illinois from 1994-95.

Yowie welcomes the experience and leadership capability Mark brings to the Yowie team and is delighted a senior industry leader with Mark's experience and success recognizes the Yowie global opportunity and is enthused by the challenge to champion the expansion of the Yowie brand into international markets.

Mark's acceptance of the Yowie international markets development challenge is further endorsement for the consistent Yowie sales and market share performance and consumer acceptance in the U.S. market and international market trials.

Yowie welcomes Mark to the global Yowie team and looks forward to working with him in taking Yowie to international markets, creating further Yowie brand success.

Yours sincerely

A handwritten signature in black ink, appearing to read "Wayne Loxton".

Wayne Loxton  
**Chairman**  
**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 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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