



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE SIGNS AGREEMENT WITH ICON ANIMATION

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce Yowie has entered into an agreement with **Icon Animation Pty Ltd** to produce a series of Yowie webisodes. Icon Animation is a subsidiary of L.A. based Icon Productions LLC, an American/Australian independent production company founded in August 1989 by actor/director Mel Gibson and Australian producing partner Bruce Davey.

Icon Animation will produce seven webisodes for Yowie – one for the introduction of each Yowie character and one featuring the Yowie tribe. The webisodes will launch on media channels including Instagram, You Tube, Facebook and Yowie World. The agreement with Icon Animation includes licensing and distribution rights for a period of five years excluding confectionery, publishing and selected other Yowie IP already established prior to the signing of this agreement. In his role as creative advisor to Yowie, **Bruce Davey** will direct the team of writers, animators, voice actors and musicians.

Animation is being provided by **ZAC Creative** a specialist illustration and animation team based out of Perth, Western Australia. Yowie has worked previously with Zac in creating the animation for Yowie publishing. Yowie elected to delay the launch of the Yowie publishing to ensure the Yowie storylines were of ‘one voice’ from the new Yowie writing team in the interest of creative continuity. Yowie publishing is now scheduled for release in time for Christmas 2017.

L.A based writers **James W. Bates** and **Jim Peronto** have been signed as the new Yowie writing team. Music direction will be provided by film score composer

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**Bryce Jacobs** who is also based in LA. The selection of character voice actors is currently in progress.

The timing for the launch of the Yowie webisodes is Easter 2018.

'The Yowie webisode series is the first step towards realizing our vision to take Yowie to Hollywood and the big screen. It takes time to find the right partners and we are pleased to be moving forward with the benefit of Bruce Davey's experienced direction. Our goal is for the Yowie webisodes to be followed by a Yowie cartoon series and ultimately a Yowie movie. We continue to be excited by the scale of future opportunities for Yowie.' said Yowie CEO and Managing Director Bert Alfonso.

'Yowie is a unique and exciting property with real potential' responded Bruce Davey.

Yours sincerely



Bert Alfonso  
**Global CEO & Managing Director**  
**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](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.yovieworld.com](http://www.yovieworld.com)

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