



ABN 98 084 370 669

April 6, 2017

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE APPOINTS INTERIM CHAIR

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) wishes to advise the appointment of **Trevor Allen** as Interim Chair of Yowie Group Ltd.

Trevor joined the Yowie Board as a non-executive Director in March 2015 bringing over 37 years of corporate and commercial experience, primarily as a corporate and financial adviser to Australian and international corporates.

Trevor is a non-executive director of Peet Limited, Eclipx Group Limited and Freedom Food Group Limited. In each of these roles, he chairs the Audit and Risk Management Committee and is a member of the Remuneration Committee. At Yowie, one of his focus areas is in relation to audit, accounting and corporate governance matters. He was a member of FINSIA's Corporate Finance Advisory Committee for 10 years up until December 2013.

Prior to undertaking non-executive roles, Trevor had senior executive positions as an Executive Director – Corporate Finance at SBC Warburg and its predecessors for eight years and as a corporate finance partner at KPMG for nearly 12 years. At the time of his retirement from KPMG in 2011, he was the lead partner in its national M&A group.

Trevor spent 3 years in commerce as Director - Business Development for Cellarmaster Wines from 1997 to 2000, having responsibility for the acquisition, integration and performance of a number of acquisitions made outside Australia in that period.

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Yowie Group Ltd  
Level 4, 216 St Georges Terrace  
Perth WA 6000

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Trevor has a Bachelor of Commerce (Hons), is a Chartered Accountant and a Member of the Australian Institute of Company Directors.

Trevor replaces Wayne Loxton who resigned from all executive roles within Yowie Group on February 27<sup>th</sup> 2017 and retires as Chair and as a non-executive director of the company with immediate effect. Mr. Loxton will continue to be involved in a U.S litigation that remains outstanding for the company until the matter is brought to a close. The company wishes Wayne well in his future endeavours.

Recruitment for a replacement Yowie Group Ltd Board non-executive Chair is underway with a leading international search agency. The Board looks forward to a positive future outlook for Yowie as the company continues its work in building Yowie into a global brand.

Bert Alfonso  
**Global CEO/Managing Director**  
**Yowie Group Ltd.**

#### **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.yowieworld.com](http://www.yowieworld.com)

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