



12 December 2018

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Key Management Appointments

Yowie Group Ltd (ASX: YOW) (the “Group” or “Yowie”) is pleased to announce the following key management appointments.

Highlights

The following appointments will report directly to Mark Schuessler, Global CEO:

- New role - Chief Financial Officer appointed to strengthen financial reporting, strategic planning and IT
- New Global Chief Marketing Officer responsible for all marketing, product development and brand awareness
- New Director of Strategy Au/NZ to develop sales growth and product development for the region

These staff appointments increase capability but are cost neutral with other staff changes. These organizational changes are a continuation of our restructuring of the company to drive growth, reduce cost, expand distribution, improve efficiency and enhance innovation. The management, finance and marketing staff will be co-located in the Chicago area office, while the Hong Kong office has been closed.

Chief Financial Officer

Wayne Brekke has been appointed to the new role of Chief Financial Officer. A versatile, senior finance executive with over 30 years of broad US and international finance experience, Wayne will have responsibility for the Yowie Group Finance, Accounting and IT functions. Wayne is replacing current finance staff and reorganizing the function to Chicago.

In the role of Chief Financial Officer, Wayne will be responsible for the Group’s financial reporting, strategic planning, budgeting, investor relations, cash management, and information technology. Wayne has held extensive finance leadership positions in food, consumer products and manufacturing with companies such as, McDonald’s, Kraft Foods and AC Nielsen.

Prior to joining Yowie, Wayne was Group Controller for the Garvey Group, a subsidiary of Orora Ltd (ASX:ORA), from 2015, responsible for accounting, reporting and analysis for a multi-plant production

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operation. He successfully led the company-wide ERP implementation across multiple business units and was a key member of the company's acquisition integration team focusing on efficiencies and consistent financial policies.

Wayne has an MBA in Finance from DePaul University (Chicago, Illinois) and a Bachelor in Business Administration in Accountancy from the University of Notre Dame (South Bend, Indiana) and resides in the Chicago area.

Global Chief Marketing Officer

Cynthia Thayer has been appointed Global Chief Marketing Officer. Cynthia has over 25 years of marketing expertise in key areas including brand architecture development, market research, CPG consumer advertising across traditional and digital channels, retail and shopper marketing, licensing, toy design and new product development. Cynthia will have responsibility for all marketing and new product development. She will be replacing Cove Overly who is leaving Yowie to pursue other interests. We sincerely thank Cove for his contribution to the Yowie Group and brand during his tenure. We wish him the best in his future endeavors.

In the role of Global Chief Marketing Officer, Cynthia will be responsible for the group's intellectual properties and brand equity. Cynthia will have the responsibility for providing strategic marketing leadership to establish long-range goals, strategies, and plans that result in successful market execution, enhanced brand awareness and new product development.

Cynthia has broad marketing expertise in food, consumer products, manufacturing and advertising agencies with the Chamberlain Group, TPN, Flair Communications, Creaa and the Marketing Store.

Cynthia comes from the largest global manufacturer of garage door openers, The Chamberlain Group, managing its newest product development growth area into the smart home category. She was a key player in bringing their newest smart technology brand to life from the ground up, then building out and implementing its go-to-market plan across TV advertising, digital advertising, SEO, social media, PR and retail merchandising.

While at TPN and Creaa, Cynthia successfully managed toy design, product development and licensing expertise from her work on McDonald's Global Happy Meals, Nestle Brazil Easter eggs and Walmart baby/kids softlines. Her experience extends to identifying and collaborating with major movie and cartoon studios, as well as toy companies including Hasbro and Mattel.

Cynthia has a Bachelor of Arts in Communication from Hofstra University (New York).

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Director of Strategy – Australia / New Zealand

Geoff Richards will be joining Yowie Australia/New Zealand on a part-time basis as Director of Strategy, working directly with our distributor, Universal Candy, developing sales growth and account management plans. Geoff will also be responsible for creating and executing marketing plans with our external marketing agencies, as well as developing new products specifically for the ANZ market.

Geoff had a successful career for over 20 years with Kimberly Clark in sales, trade marketing and category management in the Australia and US markets. Most recently, Geoff was Head of Commercial Strategy for Kimberly Clark Australia. He has also held positions calling on Woolworths, Big W and independent retailers in Australia for Kimberly Clark.

Geoff has a Bachelor of Business – Curtin University Western Australia and lives in Sydney. We are pleased to have Geoff join the team to help us achieve the next level of growth in Yowie's home market.

Global CEO Mark Schuessler noted, "We are delighted to welcome Wayne, Cynthia and Geoff to Yowie at this exciting point in our development and growth. These key appointments significantly enhance our capabilities as we grow, execute on our strategic priorities and make progress towards our margin target and turning cash flow positive in FY19. We look forward to their contributions to growing the Yowie brand."

Mark Schuessler
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 is to distribute on a widening basis the Yowie product in North America and ANZ, with further international expansion.

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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