



ABN 98 084 370 669

8 June 2015

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

### **LAUNCH OF SPONSORED LEVEL 1 AMERICAN DEPOSITARY RECEIPT PROGRAM**

**Yowie Group Ltd** (the "**Company**" or "**Yowie**") is pleased to announce it has arranged for the quotation of Yowie American Depositary Receipts ("**ADRs**") on the OTC platform in the United States via a sponsored level 1 ADR program through BNY Mellon. The Company's ADRs will trade under the symbol "YWRPY" and represent 1 ADR for every 10 ordinary Yowie ASX listed shares. Yowie will continue to trade under the symbol "YOW" on the Australian Securities Exchange ("**ASX**").

ADRs enable qualifying non-US domiciled companies such as Yowie to have direct exposure to the US investment community and will complement Yowie's existing listing on the ASX.

Yowie Executive Chairman, Wayne Loxton, said that: "With our principle commercial focus being on the untapped US market, and the positive strides we have been making in that jurisdiction, we recognize that it is important to afford institutional, high-net-worth and retail investors in North America a seamless opportunity to invest in Yowie. A sponsored level 1 ADR program through BNY Mellon will provide the opportunity for these investors to trade conveniently and efficiently in their normal exchange trading hours. Our progress in the US is going well and we believe the continual progress the Company is making in the US will materially increase Yowie's US profile."

BNY Mellon has been appointed as the exclusive Depositary Bank for Yowie's ADR program.

A handwritten signature in black ink, appearing to read "Wayne Loxton", is positioned above the printed name and title.

Wayne Loxton  
**Executive 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.yowiegroup.com](http://www.yowiegroup.com)

### **Head Office**

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