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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE SECURES NEW MANUFACTURING AGREEMENT TO MEET U.S. MARKET GROWTH AND FAST TRACK GLOBAL EXPANSION

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce that the Company has significantly expanded its contracted manufacturing capacity in the USA by entering into a long term manufacturing agreement with New York based Madelaine Chocolate Company. The agreement will allow Yowie access to high speed, high volume, fully automated and robotically driven manufacturing of the Yowie chocolate candy product. Importantly, these production and capacity characteristics allow Yowie the opportunity to expand its US rollout and plan for global expansion opportunities.

Yowie will be using its newly developed, US patent pending and FDA approved capsule design in its production facility with Madelaine which is intended to deliver reduced input costs, automated processing and improve ease of opening the product capsule. Yowie will no longer use the Whetstone capsule design in its products and has elected not to pay any license fees for rights to use the Whetstone capsule design after 31 December 2015.

Established in 1949, The Madelaine Chocolate Company is located in Far Rockaway, Queens, New York. An American family-owned and run company, Madelaine chocolates have been made solely in New York for over 60 years.

The Madelaine contract will provide Yowie access to a fully automated plant which is intended to provide immediately increased manufacturing capability (up to 100 million units per annum), improved efficiency and enhanced quality assurance. Yowie manufacturing will commence from the Madelaine factory in early 2016. Yowie has significant product inventory in excess of currently

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committed customer requirements which the Company believes is sufficient to cover the production ramp-up at Madelaine plus contingency.

Yowie's decision to enter into the Madelaine contract and to use its own capsule design is a strategic development that has taken some time to be implemented. This development goes directly to the long term optimization, risk management and global ambition for the Company's products and intellectual property.

The Yowie Board is confident that the decision to put in place new manufacturing arrangements will not impact the Company's North American market opportunity. Trial production commissioning with the Yowie designed capsule have been completed successfully with manufacturing and product performance meeting expectations. Existing Yowie customers have reviewed the sample product and confirmed it continues to meet their requirements, consumer expectations and reflects the Yowie commitment to continuous improvement.

Global Expansion:

Following a successful Middle East product trial, Yowie is currently in distribution discussions with major distributors in the Middle East region. Yowie has also commenced a trial with a leading distributor in Puerto Rico. The new manufacturing arrangement is key to delivering Yowie the manufacturing capability to meet these and other global expansion opportunities. The Company expects to make further announcements regarding international developments in the coming months.

Yowie has developed the new Company owned capsule and new manufacturing agreement as part of a long term strategic plan designed to mitigate risk and optimize Yowie performance as a sustainable company and brand well equipped to compete successfully in a competitive global market.

Yours sincerely

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 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
The Yowie consumer website can be found at www.yowieworld.com

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