



ABN 98 084 370 669

March 6, 2017  
ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **MARKET UPDATE – RE-AFFIRMS REVENUE GUIDANCE, LATEST NEILSEN DATA, MANUFACTURING UPDATE, AND REPORTING DATE**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to update the market on Yowie performance across a range of key measures including the latest Nielsen independent market share data from the US market, manufacturing, revenue guidance and forthcoming reporting date.

- **The Group reaffirms revenue growth target for fiscal 2017 to be in the 85% to 90% range versus the prior year.**
- **Nielsen reported continued market share growth dated January 28, 2017 with xAOC Instant Consumable Chocolate share of 0.99 versus 0.93 and xAOC plus Convenience Store market share of 0.49 versus 0.46 on prior period 13 week measure (November 2016). Yowie has grown share in all reported periods in the last 52 weeks.**
- **Manufacturing volumes in January and February reflect consistent improvement and Yowie expects to continue to raise monthly production levels in coming months to meet growing demand.**
- **March Quarterly results to be released on the 20<sup>th</sup> of April 2017. Yowie Global CEO will host a conference call prior to the market opening on the same day.**

### **Re-affirmation of FY 2017 Revenue Guidance**

The Group reaffirms revenue growth target for fiscal 2017 to be in the 85% to 90% range versus the prior year. Overall, we continue to make strong progress in the development of the Yowie brand and the business in the various US retail channels including expansion into new markets. Q3 Easter driven orders are well above year ago levels and will be supported by a social media driven Pre-Easter marketing campaign. In addition, we can confirm that Yowie will return to Australian stores in April 2017. Universal Candy is the appointed distributor for

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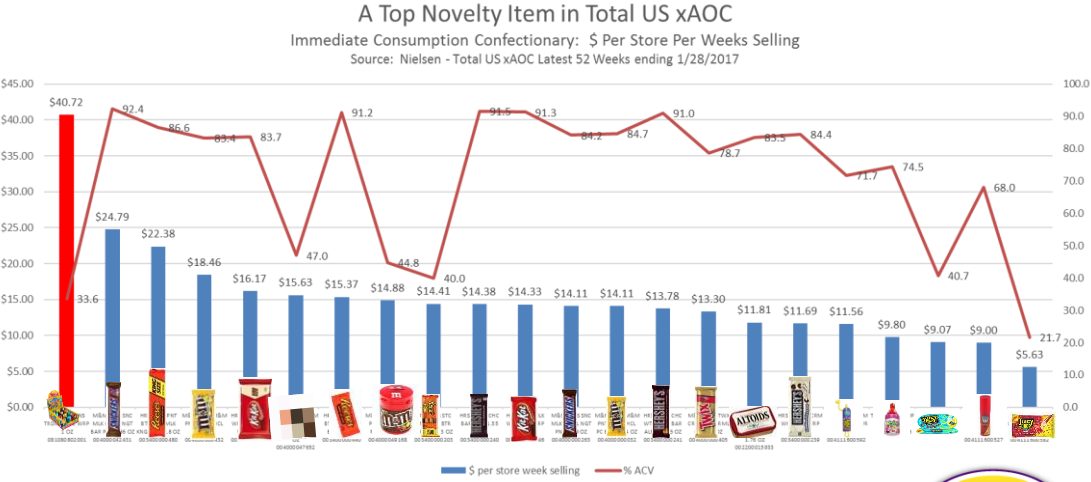


Yowie in Australia and New Zealand. Several of the Universal Candy confectionery experienced account management sales team are ex-Cadbury with prior experience in selling the Yowie brand story.

**Nielsen Data**

In the US market Yowie continued to gain share in January. Nielsen market share report, for the 13 weeks dated January 28, 2017 reported xAOC Instant Consumable Chocolate share of .99 versus .93 and xAOC plus Convenience Store share of .49 versus .46 on prior period 13 week measure (November 2016). This is an important measure and one that reflects continued consumer acceptance of Yowie. Nielsen Convenience Store data records that for the past 26, 13 and 4 weeks Yowie was the only confection product that consistently gained share across all three time periods.

**YOWIE...The Top Immediate Consumption Item in TTL US xAOC**



Source: Nielsen Total US xAOC 52 Weeks 1/28/2017

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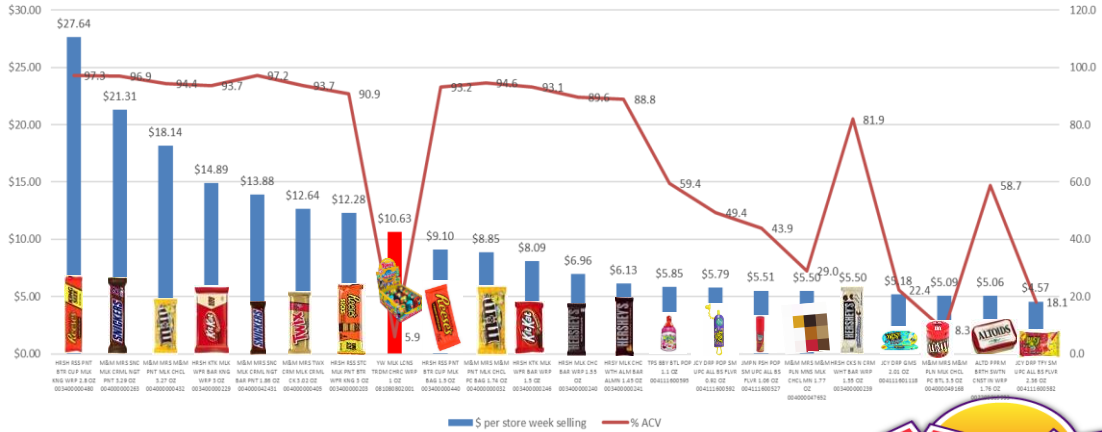
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# YOWIE! Driving Performance in Convenience

A Top Novelty Item in Total US Convenience

Immediate Consumption Confectionary: \$ Per Store Per Weeks Selling  
Source: Nielsen - Total US Drug Latest 52 Weeks ending 1/28/2017



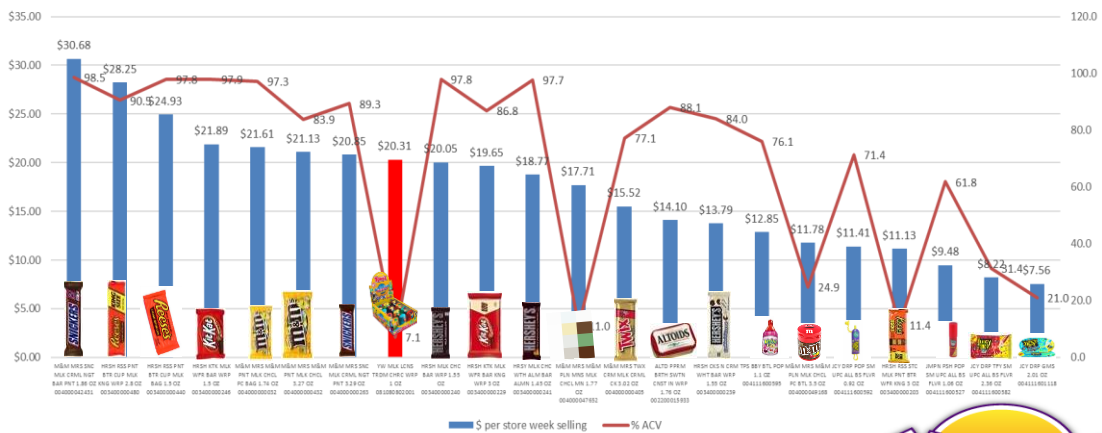
Source: Nielsen Total US Convenience Latest 52 Weeks 1/28/2017



# YOWIE A Top 10 Everyday Chocolate item in Grocery

A Top Novelty Item in Total US Grocery

Immediate Consumption Confectionary: \$ Per Store Per Weeks Selling  
Source: Nielsen - Total US Convenience Latest 52 Weeks ending 1/28/2017



Source: Nielsen Total US Grocery Latest 52 Weeks 1/28/2017



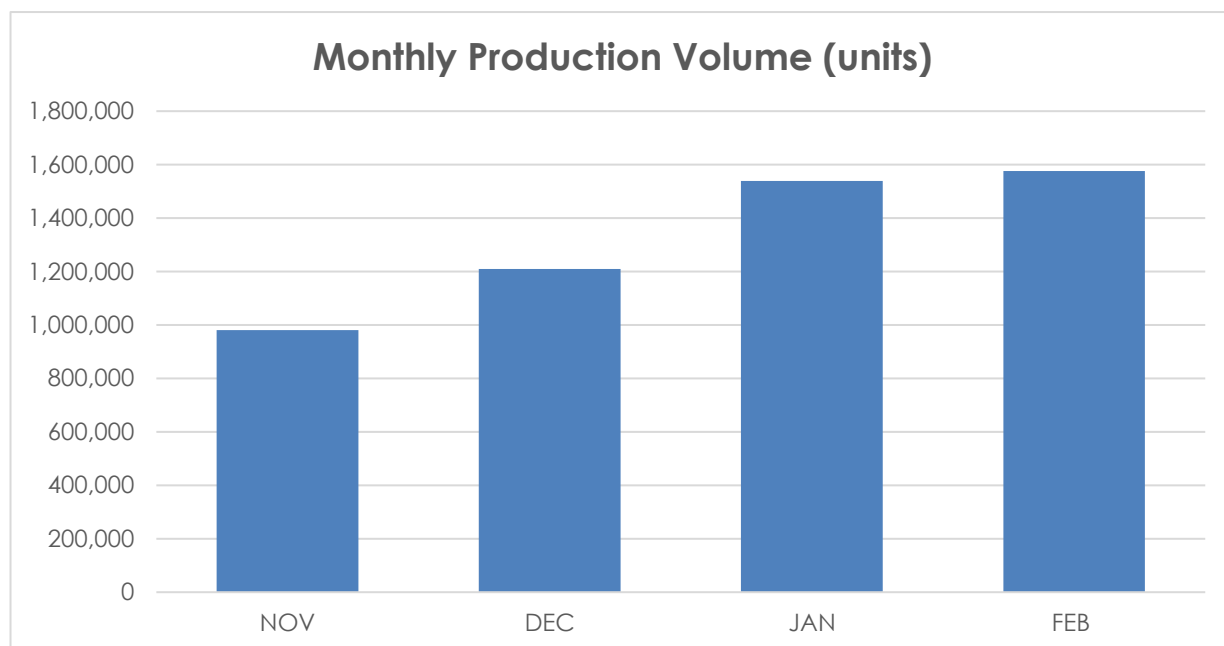
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## **Manufacturing Update**

Since the beginning of 2017 the Group has made significant progress in improving our manufacturing output. In the Q2 Quarterly report we highlighted several manufacturing issues that had impacted our quarterly performance. In conjunction with our partner Madelaine Chocolate Company (MCC) we have restored manufacturing output and implemented several processes that will allow the Group to meet its manufacturing requirements and begin international expansion plans.



## **Reporting Program / Conference Call April 20 2017**

The Group will release the March Q3 Quarterly report prior to the market opening on the 20th of April. Global Chief Executive Officer Bert Alfonso will also host an analyst and investor conference call at **9am AEST on the 20th of April 2017** to discuss the Q3 report. Dial in details for the call will be released the week preceding the call.

Bert Alfonso  
**Global CEO**  
**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.yowieworld.com](http://www.yowieworld.com)

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