



14 February 2018

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Revenue Guidance Update

Yowie Group Ltd (ASX:YOW, OTC ADR: YWRPY) (the "Company" or "Yowie") reports that, further to the Company's announcement of 3 January 2018, US net sales quarter to date in Q3 have been materially behind the same period last year. The Board believes this is principally the result of launch activity by a competitor into the US market in January. We have observed significant and aggressive investing by this competitor in off shelf promotional displays which we believe is a key driver.

Although the Board believes this level of the competitor's sales is unlikely to be maintained, it will continue to impact our sales achievement in the account through H2. The Board regrets that the revised forecast revenue guidance of 3 January 2018 is unlikely to be achieved with current outlook of year on year growth to be flat, before the effect of the stock adjustment announced on January 12th. The Board will release the H1 results next week, including strategies to address this shortfall.

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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 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.yovieworld.com

DISCLAIMER

This Announcement contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionery and retail industries. You are cautioned not to place reliance on these forward-looking statements, which are based on the current views of the Company on future events. The Company believes that the expectations reflected in the announcement are reasonable but may be affected by a variety of variables and changes in underlying assumptions which could cause actual results to differ substantially from the statements made.

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