



ABN 98 084 370 669

May 2, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE SIGNS SPACEPOP LICENSE AGREEMENT

**Yowie Group Ltd** (the "**Company**" or "**Yowie**") is pleased to announce that Yowie has signed a three year Licensing Agreement for **SPACEPOP** a new music and fashion-driven brand created to appeal to tween girls. The terms of the Yowie/SpacePOP Agreement give Yowie licensing rights up until December 31, 2018 for the North American market. The Agreement signed with Californian based Genius Brands International ("**GBI**"), is for the rights to manufacture and distribute SpacePOP chocolate candy inclusion product with a SpacePOP collectable inside. The collectables will be selected from an extensive range of SpacePOP characters and other SpacePOP brand assets.

Created and developed by GBI to appeal to tween girls' (ages 7 - 12) with passions for fashion, beauty, friendship and adventure, SpacePOP, currently in production with an award-winning team, features 100+ animated shorts to be digitally distributed to align with tweens' mobile-driven world. GBI Chairman & CEO, Andy Heyward, an Emmy Award-winning children's content producer responsible for over 5,000 episodes of children's entertainment (Inspector Gadget, Strawberry Shortcake, Super Mario Bros, Sabrina the Teenage Witch, to name a few) leads production efforts; Emmy Award-nominated Steve Banks, head writer and story editor of Sponge Bob Square Pants, serves as content writer; and producer of multiple Grammy Award winners and music veteran Ron Fair (Fergie, Mary J. Blige, Black Eyed Peas, Pussycat Dolls, Christina Aguilera and more) and singer-songwriter spouse Stefanie Fair, a founding member of RCA's girl group Wild Orchid with Fergie, will deliver original music. Additionally, GBI is creating a comprehensive, fashion-driven line of consumer products

### Head Office

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

inspired by the designs of HLL design, the creator and lead designer for the Bobby Jack fashion brand, which generated \$450 million in retail sales.

"Everything we have done to develop, and promote and launch SpacePOP has revolved around making it compelling for a tween girl YouTube viewer. We have selected partners that have an expertise reaching this market segment, partnered with retailers where these girls shop, and secured promotional partners where these girls like to hang out with their friends," comments Newman. "Our agreement with Yowie furthers our commitment to work with best in class licensees to bring our vision to market, and we look forward to collaborating with them on their collectible confectionery creations for the brand."

The SpacePOP franchise launch in North America is being supported by best in class partners that include:

- Imprint, part of Macmillan Children's Publishing Group, was SpacePOP'S first licensing partner and has launched a SpacePOP book series as part of the global publishing strategy. The first title, Not Your Average Princesses was released in July 2015
- Jaya Apparel will create an apparel program
- TASTE Beauty will develop a line of beauty and bath products
- Sony Home Entertainment serves as the brand's home entertainment partner for content distribution

Other SpacePOP merchandising partners have been signed across a range of categories including accessories, emoticons, craft and activity kits, bedding and more.

Wayne Loxton, Yowie Group Executive Chairman, stated: 'Yowie is pleased to partner with Genius Brands and SPACEPOP with a product offer created specifically for tween girl consumers in the North American market. We look forward to a successful partnership outcome.'

Yowie welcomes the addition of the SPACEPOP license and the opportunity this brings to execute the company strategy to drive growth, broaden appeal and increase revenue for the Yowie led, new and rapidly expanding embedded chocolate category in North America.

**Head Office**

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

Yours sincerely



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

### **About Genius Brands International**

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content for toddlers to tweens. Led by award-winning creators and producers, GBI creates "content and products with a purpose," providing enrichment as well as entertainment. The Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. GBI's portfolio includes award-winning *Baby Genius*, re-launched with new entertainment and over 40 new products; adventure comedy *Thomas Edison's Secret Lab*®, available on Netflix, public broadcast stations and GBI's *Kid Genius* channel on Comcast's Xfinity on Demand reaching

#### **Head Office**

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669



21 million households; animated movie *Stan Lee's Mighty 7*, the first project from Stan Lee Comics, a joint venture with Stan Lee's POW! Entertainment and featuring an all-star voice cast led by legendary Stan Lee; and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also producing a new animated preschool series based on *Llama Llama*, the NY Times bestselling children's book franchise; and the music-driven, tween adventure series *SpacePOP*.

GBI's wholly owned subsidiary A Squared Entertainment is a brand management and licensing company that represents third-party properties across a broad range of categories in territories around the world. The company currently represents *From Frank*, a humor greeting card and product line, and *Celescence Technologies*, the world's leading microencapsulation company.

For additional information please visit [www.gnusbrands.com](http://www.gnusbrands.com).

**Head Office**  
Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

