



June 6, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE CELEBRATE ONE MILLIONTH YOWIE OFF NEW LINE

**Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Group" or "Yowie")** this week celebrated the production of the one millionth Yowie manufactured off the new, high speed, robotically engineered Yowie manufacturing line in New York.

Following a successful commissioning process and the production of licensed product, the line is now producing Yowie product to meet customer demand. The new line is delivering against all key performance indicators including faster speed, lower cost and improved quality.

Video footage of the new Yowie manufacturing line in operation can be viewed on the Yowie Group Ltd website at <http://www.yowiegroup.com/videos/>.

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)

### **Head Office**

Yowie Group Ltd  
Level 4, 216 St Georges Terrace  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669

