



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE WORLD DIGITAL LAUNCHED TODAY

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to announce the successful launch today of www.yowieworld.com a new \$2 million investment Yowie digital experience designed to extend the Yowie brand experience beyond confectionery.

The new Yowie consumer website goes live today with Apple and Android apps with 3 games available for download in March.

Yowieworld.com is free and has been designed to add value to the Yowie confectionery purchase by bringing Yowie collectables to life through games, quizzes, interactive stickers books and soon will also provide ‘live’ on line connection to endangered animals in zoos, aquariums and wildlife parks. Yowie World provides the opportunity to learn more about the protection of endangered animals and their threats of extinction. Consumers are invited to ‘Discover Yowie World Today!’ via Yowie product leaflets, messaging on pack, posters, digital marketing, social media and carefully targeted promotion.

This new Yowie website supports the Yowie strategic brand mission to help ‘Save the Natural World’ and the Yowie core brand proposition that is ‘Play and Learn’.

Yowieworld.com has been produced by a world class digital strategy and design team based out of the UK. The site is COPPA compliant (Children’s on line Privacy Protection Act) and is built to high level safety and privacy standards.

(Note: The Yowie Group Ltd company website www.yowiegroup.com will continue to operate independently to www.yowieworld.com providing regular company updates in line with ASX announcements and the company strategic objectives.)

Yowie Group Ltd planned progress towards the launch of the Yowie brand remains on schedule together with Yowie Group Ltd.’s strategy and commitment to becoming a respected and successful global brand company.

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Yours sincerely



Wayne Loxton
Executive Chairman
Yowie Group Ltd

About Yowie

Yowie Group Ltd is a global brand licensing company specialising 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 go to www.yowiegroup.com

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