



ABN 98 084 370 669

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ASX Compliance Pty Ltd
Level 8 Exchange Plaza
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Perth WA 6000

YOWIE INCLUSIONS IN TRANSIT TO FLORIDA CHOCOLATE FACTORY

Yowie Group Ltd (the "**Company**" or "**Yowie**") is pleased to announce the launch series of Yowie inclusions successfully passed independent production quality assurance and are now in transit to the Yowie chocolate factory in Florida.

On arrival into the US the Yowie inclusions will proceed into full production with the arrival of the first delivery due into Florida on schedule at the end of October. Manufacture of saleable product will commence immediately the inclusions have obtained customs clearance and arrive at the factory.

A positive production quality outcome together with Yowie high standard specification ensures that the Yowie standard of uncompromised attention to detail, quality and safety remains firmly in place.

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

Wayne Loxton

A handwritten signature in blue ink that reads "W 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