



ABN 98 084 370 669

3 September 2013

ASX Compliance Pty Ltd  
Level 8 Exchange Plaza  
2 The Esplanade  
Perth WA 6000

### **YOWIE CHOCOLATE DELIGHTS U.S. CONSUMERS**

**Yowie Group Ltd** (the '**Company**' or '**Yowie**') is pleased to announce the completion of US market consumer testing designed to determine a preferred chocolate taste for US consumers.

A selection of Yowie chocolate recipes have been evaluated by over one thousand U.S. consumers comprising both adults and children. Consumers were asked to rate a selection of competing recipes on taste, texture, consistency, quality and preference. The preferred Yowie chocolate recipe is a delicious fine milk chocolate with a quality taste and smooth mouth feel. The chocolate is being sourced from a reputable local supplier. It is ethically sourced and certified and contains no palm oil ingredient.

Yowie chocolate has been designed to taste match 'equal to or better than' the US market leading chocolate brand.

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

Yours sincerely,

A handwritten signature in blue ink, appearing to read "W Loxton", is written over a light blue horizontal line.

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](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 go to [www.yowiegroup.com](http://www.yowiegroup.com)