



ABN 98 084 370 669

8 April 2013

ASX Compliance Pty Ltd  
Level 8 Exchange Plaza  
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Perth WA 6000

## **Appointment of New Director**

Yowie Group Ltd ("the Company" or "Yowie") is pleased to advise that the Company has restructured the Board to add complimentary business and entrepreneurial skills to enhance the imminent rollout of the Yowie chocolate product and merchandise. The Company welcomes the appointment of Mr Bob Watson as Non-Executive Director.

Mr Greg O'Reilly has offered his resignation to accommodate the appointment. We thank Greg for his considerable efforts in the listing of Yowie Group Ltd and the significant contribution towards a successful commercialization of the Yowie product.

Mr Watson is a successful CEO, Company Director and entrepreneur with over 30 years' experience building, managing and directing private and public companies globally.

Bob was previously CEO of several large and profitable I.T. companies in Australia and U.K, including Data Sciences International, Lend Lease Employer Systems and Adecco.

He was a director of ASX listed Virgin Airlines and Nasdaq listed YM Biosciences and was Chairman of ASX listed Cytopia (leading Australian drug discovery and development business) and SEEK (Online Employment Classifieds business).

Bob was a director of SEEK for 14 years being an initial investor and active director and Chairman. During this time SEEK grew from a small start-up to an ASX top 100 company and the largest business of its kind globally with market leading operations in Australia, NZ, Brazil, Mexico, China and several countries in S/E Asia with a market capitalisation of \$3.5 Billion.

Bob's experience and success in transforming start-up companies into substantial entities will be of great benefit to Yowie in its quest to become a global business.

The Board of Directors now consists of:

Wayne Loxton (Executive Chairman)

Mark Avery (Executive Director)

Patricia Fields (Non-Executive Director)

Bob Watson (Non-Executive Director)

Yours sincerely,



Jerry Monzu

Company Secretary

### **About Yowie**

Yowie Group Ltd is a company that owns intellectual property rights and intends to use these rights to outsource the manufacturing and distribution of the Yowie chocolate confectionery product, digital platform and Yowie branded licensed consumer products. The Company's vision is to distribute the Yowie product initially in North America with further expansion planned into Australia, New Zealand and the Asia Pacific region 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.