

Quarterly Activities Report for the period to 31 December 2014

Highlights

- Walmart 50 store trial completed across Texas
- Valero convenience store trial took place across 234 (of a total 1100) Valero stores across five US states over a period of 4 weeks
- Launch of the Yowie product in a 60 store trial with a second Tier 1 US retail chain
- Appointment of CEO to Yowie North America Inc

Sales & Marketing

During the quarter:

- Completed a 50 store Walmart in-store trial across Texas over a four week period with Yowie featured on the cash register aisle ends and other locations. Walmart is the largest retailer in the world and the largest grocery retailer in the United States. Each week, more than 140 million customers and members visit Walmart's more than 4,000 stores and 800 clubs across the US. Sales averages were in line with retailer expectation at end of quarter, where ranged in accordance with trial display criteria.
- Completed a 4 week trial across 234 stores of the large national convenience chain, Valero Corner Store (1,100 stores nationally and 1,900 including Canada). Sales averages met retailer expectation and channel norms but at higher value price point than the majority of standard single serve confectionery lines delivering new category revenue growth. A review for future ranging in all Valero stores is underway.
- Launched a 60 store trial of Yowie product with a second Tier 1 US retail chain. The trial was undertaken in the Philadelphia and New Jersey area of the pharmaceutical and convenience retail chain, with Yowie confectionery product located on front end gondolas at end of aisle.

Building a strong sales and distribution network remains the No 1 priority and focus for Yowie in the U.S. market.

Head Office

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Level 45, 108 St Georges Terrace,
Perth WA 6000

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Phone +61 8 9486 7066
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ABN 98 084 370 669



Operations

During the quarter:

- Appointed Salvador (Sal) Alvarez as Chief Executive Officer of the company's wholly owned subsidiary Yowie North America Inc., initially in a part time capacity two days per week as he has current business commitments to fulfil over the next couple of months.

Sal is well positioned and qualified to become Chief Executive Officer of a new brand confectionery led company in the biggest consumer market in the world. He brings 32 years' experience in consumer sales and marketing having worked in pharmaceutical, consumer products and spirits industries. He has a proven track record of leading high performance teams to achieve superior business results.

- Launched the new software platform (Sage) to assist in the management of transportation, stock management, MRP, procurement, accounting, customer data capture/management and manufacturing processes.

Corporate

- As at 31 December 2014, the Company held cash reserves of \$3.3 million.

A handwritten signature in black ink, appearing to read "Wayne Loxton".

Wayne Loxton
Executive Chairman
Yowie Group Ltd

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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 on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yowieworld.com

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Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

YOWIE GROUP LTD

ABN

98 084 370 669

Quarter ended ("current quarter")

31 December 2014

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (6 months) \$A'000
1.1 Receipts from customers	221	254
1.2 Payments for (a) staff costs	(97)	(171)
(b) advertising and marketing	(20)	(41)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital ¹	(3,283)	(5,121)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	14	82
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Other (royalty and settlement income)	76	78
Net operating cash flows	(3,089)	(4,919)

¹ Includes \$1,010k purchases of raw materials and manufacturing costs for the quarter and \$1,880k year to date.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$A'000	Year to date (6 months) \$A'000
1.8 Net operating cash flows (carried forward)	(3,089)	(4,919)
Cash flows related to investing activities		
1.9 Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property (product development)	(5)	(15)
(d) physical non-current assets	(3)	(73)
(e) other non-current assets	(98)	(186)
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
Net investing cash flows	(106)	(274)
1.14 Total operating and investing cash flows	(3,195)	(5,193)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc.	-	17
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (capital raising costs)	-	-
Net financing cash flows	-	17
Net increase / (decrease) in cash held	(3,195)	(5,176)
1.21 Cash at beginning of quarter/year to date	6,397	8,246
1.22 Exchange rate adjustments to item 1.21	125	257
1.23 Cash at end of quarter	3,327	3,327

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	190
1.25	Aggregate amount of loans to the parties included in item 1.11	-
1.26	Explanation necessary for an understanding of the transactions	
	Payments include: <ul style="list-style-type: none"> • Payments of directors' fees and consulting fees to directors 	

Non-cash financing and investing activities

- 2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

None

- 2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

Nil

Financing facilities available

Add notes as necessary for an understanding of the position.

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities	-	-
3.2	Credit standby arrangements	-	-

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.		Current quarter \$A'000	Previous quarter \$A'000
4.1	Cash on hand and at bank	2,327	4,897
4.2	Deposits at call	1,000	1,500
4.3	Bank overdraft	-	-
4.4	Other (provide details)	-	-
Total: cash at end of quarter (item 1.23)		3,327	6,397

Acquisitions and disposals of business entities

		Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1	Name of entity	-	-
5.2	Place of incorporation or registration	-	-
5.3	Consideration for acquisition or disposal	-	-
5.4	Total net assets	-	-
5.5	Nature of business	-	-

+ See chapter 19 for defined terms.

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does ~~does not~~* (*delete one*) give a true and fair view of the matters disclosed.

Sign here: N J Bassett
 (Company Secretary)

Date: 30 January 2015

Print name: Mr Neville Bassett

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. **Accounting Standards.** ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

+ See chapter 19 for defined terms.