



YOWIE WINS BEST NEW PRODUCT LAUNCH UNIVERSAL WINS SUPPLIER OF THE YEAR AT THE DISTRIBUTORS 2017 ANNUAL AWARDS CONFERENCE

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”) is pleased to announce Yowie won the **best new product launch for 2017** at The Distributors 2017 Annual Awards Conference held this week in Melbourne.

Yowie distribution agent Universal Candy also won the Supplier of the Year Award.

The Distributors are Australia’s leading national independent wholesaler distributing to petrol and convenience, corner stores, pharmacy, newsagents, schools and the route market specializing in beverages, confectionery, snacks.

Operating 35 locally owned warehouse nationally, The Distributors are recognized for high level service, local market knowledge and for working with customers to select the right product ranges for their customers’ businesses. The Distributors partner with over 200 suppliers including leading brands such as Cadbury, Nestle, Mars, Ferrero, Arnott’s, Kellogg’s, Jelly Belly, Red Bull and V.



“We are very honored and proud to accept the award for Product Launch of the Year 2017 for Yowie. The fact that Universal Candy was awarded this prestigious and competitive award by the Distributors Group at last night’s gala dinner in Melbourne, is great recognition for what an amazing product Yowie is and the fantastic collaboration between Universal Candy and the Yowie Group - exciting times ahead!” said Justin Fengels, Managing Director Universal Candy.

Bert Alfonso, Global CEO and Managing Director responded ‘This is a great achievement for Yowie to win this award against all new products launched in the industry in 2017 including some major international brands. We are delighted Yowie was voted the winner by all the wholesale distribution members. Universal are to be congratulated on executing an excellent relaunch of Yowie against the ‘Yowie is Back!’ theme in Australia and we congratulate the Universal team on their success in winning Supplier of the Year Award’.

Yours sincerely

Bert Alfonso
Global CEO & Managing Director
Yowie Group Ltd

About Yowie

Yowie Group Ltd is a global brand licensing company specializing 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 ten 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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