

15 January 2014

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE READY FOR WORLD STAGE

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the successful completion of three key stages in Yowie creative development.

New 3D Yowie Characters

The much loved six Yowie characters have each been reimaged – Rumble, Boof, Squish, Nap, Ditty and Crag – into computer graphically generated three dimensional (CG 3D) designs. Skilful technical design application has ensured each character has remained true to its original design heritage. Each Yowie character 3D model has been rigged to accommodate future evolution into television and feature film quality character animation. Yowie character design, modeling and animation is the work of a Perth based world class film and animation creative studio.

New Yowie Style Guide

A Yowie Style Guide has been created as a launch platform for a solid, successful Yowie brand identity and intellectual property manual. The Yowie Style Guide is a graphic-focused tool with design and graphic standards developed to ensure creative consistency and a uniform brand message across different media, including licensing. The Yowie Style Guide details Yowie brand philosophy and ethics, positioning, graphic composition and typography including the creative interpretation of each individual Yowie character. The Yowie Style Guide has been developed by a Melbourne based international creative boutique.

New Yowie World

A \$2million investment in a Yowie World digital experience will become a reality for Yowie fans and new consumers in February. The new Yowie World website will release further games and mobile Apps available for download in March. Yowie World will incorporate the new Yowie CG 3D animated characters. Consumers will be invited to 'Discover Yowie World Today!' via Yowie product leaflets, messaging on pack, posters, digital marketing and carefully targeted promotion. Yowieworld.com is being produced by a world class digital strategy and design team based out of London, U.K. The site is COPPA compliant (Children's Online Privacy Protection Act).

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

Yours sincerely

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

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 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

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