



27 July 2023

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GROUP SECURES "BLUEY" MERCHANDISE AGREEMENT

Yowie Group Ltd (ASX: YOW) (the "Company" or "Yowie") announces that it has signed a License Merchandise Agreement with BBC Studios Australia Pty Ltd ("BBCS") granting the Company the rights to develop, manufacture and sell Bluey Seasonal Confectionery for Easter and Christmas in Australia and New Zealand through to 30 June 2026.

The License Agreement is subject to normal commercial terms and conditions and provides the Company with the non-exclusive merchandising rights in the Bluey brand and associated with the children's animated television program "Bluey".

Sean Taylor, Yowie Group Chairman, said: *"Bluey is the number 1 Children's television program in Australia and one of the most prominent entertainment franchises in the world. We're delighted that BBC Studios has chosen to partner with Yowie for Seasonal Confectionery in the Australian and New Zealand markets. The upcoming launch of Bluey Seasonal Confectionery for Easter 2024 has created enormous excitement from retailers nationally."*

"There are clear synergies for Yowie Group with Bluey in terms of our Australian heritage and our focus on fun with an educational aspect. We look forward to working with BBC Studios and major retailers nationally to deliver a high quality innovative Bluey product offer achieving sustainable success in the Seasonal Confectionery category beginning with Easter 2024".

"Yowie welcomes the addition of the Bluey license and the opportunity this brings to execute the company strategy to drive growth and increase revenue for Yowie in the Australian and New Zealand market. This follows the recent launch of Yowie Seasonal Confectionery earlier this year with Yowie 100g Surprise Eggs and 250g Giant Yowie. It also follows the recent acquisition by Yowie Group of Seasonal Confectionery License agreements with the AFL and NRL – the 2 dominant football leagues in Australia. Yowie AFL and NRL 50g Surprise Eggs will be launched for Finals 2023 and Easter 2024 under these licenses in the coming weeks."

"Yowie will continue to look to acquire relevant large-scale licenses both in Australia and globally to complement 'better for you' consumer and retailer demand. These licenses allow us to produce innovative small snack format treats for children that add value beyond that

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which is contained in the actual chocolate, like environmental awareness, family values and physical activity. The synergies are terrific!" Taylor concluded.

Yowie plans for the first Bluey Seasonal Confectionery product offer to be available from early 2024 for Easter 2024 at major retailers including Woolworths, Coles and 7Eleven. Yowie intends for the initial Bluey Easter program to include a gift-boxed 125g milk chocolate hollow, foiled Bluey, 40g Bluey Milk Chocolate Easter Eggs, 120g Bluey Easter Hunt Packs and 30g Milk Chocolate molded Blueys. The product will be produced in Australia to Yowie global benchmark quality and safety standards. The opportunity to order Bluey Seasonal Confectionery will be available to selected retailers including current Yowie stockists and distribution partners.

This announcement is authorised for release by the Board.

Sean Taylor
Chairman - Yowie Group Ltd

Ends

For further information, please contact: Sandra Hogg, Mohr PR on +61 403 823 2318

About Bluey

Loved by both parents and kids, *Bluey* is a global phenomenon and the most-watched series ever on ABC iView. In June 2019, BBC Studios struck a global broadcast deal with Disney to premiere *Bluey* in all territories outside Australia, New Zealand and mainland China.

The home-grown animated series has enjoyed critical success in Australia and globally, winning a Logie Award for 'Most Outstanding Children's Program' in 2019 and 2022 as well as an International Emmy® Kids Award in the Pre-school category in 2020. Over 5 million *Bluey* books have been sold in Australia and *Bluey The Album* debuted on the ARIA album charts at #1 – the first ever children's album to top the ARIA chart. *Bluey* has also taken out the Australian Toys Association's Preschool License of the Year award four years running.

Bluey is produced by the Emmy® award-winning Ludo Studio for ABC Kids and is co-commissioned by ABC Children's and BBC Studios Kids & Family. Both series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

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

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platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand is to distribute on a widening basis the Yowie product in North America and ANZ, with further international expansion.

For more information on the company go to www.yovieworld.com

DISCLAIMER

This Announcement contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionery and retail industries. You are cautioned not to place reliance on these forward-looking statements, which are based on the current views of the Company on future events. The Company believes that the expectations reflected in the announcement are reasonable but may be affected by a variety of variables and changes in underlying assumptions which could cause actual results to differ substantially from the statements made.

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