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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GROUP ANNOUNCES LICENSING PARTNERSHIP WITH NBA

Yowie Group Ltd (ASX: YOW) (the "Company" or "Yowie") announces a licensing partnership with the National Basketball Association (NBA), which will provide Yowie the rights to develop, manufacture and sell confectionery lines containing NBA themed Yowie toys in the USA, Australia and New Zealand through to 30 September 2026.

Sean Taylor, Yowie Group Chairman, said: "The NBA is a truly elite sporting league with an unrivalled profile and global following, appealing to a younger audience. We're delighted that the NBA has chosen to partner with Yowie for licensed confectionery in the USA, Australia and New Zealand markets. The upcoming launch of NBA licensed confectionery during the 2024-25 NBA season will be high profile and significant for Yowie and for key retailers throughout the USA, Australia and NZ.

"We look forward to working with NBA and major retailers throughout the territory to deliver a high-quality innovative NBA Yowie product offer achieving sustainable success in the confectionery category beginning in the 2024-25 NBA season."

"Yowie welcomes the addition of the NBA and the opportunities this brings to execute the company strategy to drive growth and increase revenue for the Yowie. This follows the launch of Yowie seasonal confectionery at Easter 2023 with Yowie 100g Surprise Eggs and 250g Giant Yowie. It also follows the recent acquisition by Yowie Group of Confectionery License agreements with the AFL and NRL – the two dominant sporting leagues in Australia and its License agreement with BBCS for Bluey Seasonal Confectionery.

"Yowie will continue to look to acquire relevant large-scale licenses both here 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 which is contained in the actual chocolate, like Environmental awareness, family values and physical activity. The synergies between NBA and Yowie are terrific!" Taylor concluded.

Yowie Group's first NBA licensed confectionery products will be available in early 2025. Yowie's initial NBA confectionery offering will feature a foiled chocolate hollow NBA basketball containing an NBA themed Yowie toy. The product will be produced in the USA to Yowie global benchmark quality and safety standards and will include a toy for each of the 30 NBA teams. The NBA Yowie chocolate confectionery will be available at selected retailers including current Yowie stockists and distribution partners.

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The licensing partnership with the NBA is a welcome addition to Yowie Group's licensed merchandise portfolio ¹. Yowie is committed to making minimum guaranteed payments/licence fees of at least \$2.5 million over the term of these agreements.

Yowie is considering its funding requirements for the successful launch of this product, which, if required, may include a capital raising or debt funding in addition to its current cash reserves.

NBA may terminate the License, inter alia, if Yowie commits a breach of any of the terms of the License and fails to remedy such a breach (if capable of remedy) within 30 days of receiving written notice.

Either party may terminate this License forthwith on written notice if the continued performance of it is prevented for a period of 60 (sixty) days or more by reason of an event beyond the reasonable control of either party.

The agreement otherwise contains additional provisions, including warranties and indemnities, which are considered standard for agreements of this nature.

This announcement is authorised for release by the Chairman.

Sean Taylor
Chairman - Yowie Group Ltd

Ends

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

¹ ASX announcement dated 1 August 2023 – 'Yowie Group's Licenced Merchandise Portfolio'

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About the NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in 60 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2023-24 season featured a record 125 international players from 40 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.3 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.

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 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.yowieworld.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.

The Company and its Directors, agents, officers or employees do not make any representation or warranty, express or implied, as to endorsement of, the fairness, accuracy or completeness of any information, statement, representation or forecast contained in this announcement and they do not accept any liability for any statement made in, or omitted from, this Announcement.

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