ABN 98 084 370 669

20 February 2013

Company Announcements Office
Australian Securities Exchange

Letter to Shareholders

Yowie Group Ltd (ASX:YOW) (the "Company" or "Yowie") wishes to advise shareholders that the attached letter from Mr Mark Avery, a Non Executive Director of Yowie, is being sent to all Shareholders of the Company in response to a section 249D notice for the calling of a general meeting.

The general meeting called to address the requirements of the 249D notice will be held on 19 March 2013, and a notice of meeting has been sent out to all shareholders.

Jerry Monzu
Company Secretary

ABN 98 084 370 669

20th February 2013.

Dear Shareholders,

I am writing to you on behalf of myself and my fellow directors of Yowie Group Limited Mr Greg O'Reilly and Mr Patricia Fields.

We seek to advise you that we do not support Mr Niederer's version of events or facts as outlined in his letter to shareholders.

There have been many statements made about myself and my fellow directors, Mr O'Reilly and Mr Fields within Mr Neiderer's communication, and the opportunity befalls me to respond on my and their behalf. It is important I point out to you that Mr Neiderer himself is not a shareholder in Yowie Group Limited.

We seek your support to vote for:

- Vote for Resolution 1: The appointment of Wayne Loxton
- Vote for Resolution 2: The removal of Louis Niederer
- Vote for Resolution 3: The removal of Keith Phillip Hudson
- Vote against Resolution 4: The removal of Gregory O'Reilly
- Vote against Resolution 5: The removal of Mark Avery
- Vote against Resolution 6: The removal of Patricia Fields

I believe this to be the best outcome for the company as this team has the right credentials needed to deliver the Yowie promise.

- Mr Loxton is a highly regarded director and investor well known to many of the Yowie shareholders. Mr Loxton's personal investment in Yowie Group Ltd and his involvement coupled with his experience and expertise will serve you well

- Ms Fields led the original Cadbury Yowie brand launch team and no one on this team knows more about the brand's history and the reasons for its original success, or has more experience in brand stewardship in the confectionery industry. Ms Fields led the successful negotiations with Cadbury/Kraft to acquire the intellectual property that has facilitated the global rights to the brand resulting in the formation of Yowie Group Ltd.

- Mr O'Reilly as a qualified member of the Chartered Secretaries Association and Chairman of GSF Corp, has been crucial to and remains an integral advocate for strong corporate governance on the Yowie board

- Myself as a recognised CEO of entertainment intellectual property companies on a global basis for over 25 years. The depth of my experience with world class brands in the entertainment industry and my involvement with the Yowie opportunity over the last ten years in the business development and negotiations has significantly contributed to the formation of Yowie Group Ltd.

As the owners of Yowie Group Ltd and its subsidiaries Yowie Enterprises Pty Ltd and Yowie North America, Inc. you have a very important decision to make. Your vote will determine the future prospects and outcome of the Yowie Company and the realisation of the Yowie opportunity.

The future of Yowie and your investment is in your hands.

We thank you for your vote and your support in our ability to realise the Yowie Group Limited promise as outlined in the prospectus.

We too, together with our families and friends, are all shareholders in the Yowie Group Limited Company. We care about the voting outcome.

I write to you today In the interest of a strong and successful Yowie future for us all.

Yours sincerely,

Mark Avery
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