



ABN 98 084 370 669

September 18, 2017

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE GROUP LTD APPOINTS LOUIS CARROLL AS NON- EXECUTIVE CHAIR**



ASX-listed iconic collectable toy confectionary, licensing and entertainment-based **Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the appointment of **Louis Carroll** as non-Executive Chair.

The appointment, effective immediately, reflects Yowie's continuing focus on strengthening its key personnel and business strategy to deliver the Company's maiden positive EBITDA results in the current 2017-2018 full year.

Mr Carroll, who joins the Yowie board following a successful international career in CEO, senior executive management and Chair roles across a range of founder-backed, entrepreneurial organizations and multi-nationals, replaces interim Acting Chairman, Mr Trevor Allen. Mr Carroll is based in Sydney.

Yowie is working to deliver net sales growth this year of 55-70% after lifting revenue 52% in the past financial year to US\$19.89 million (A\$25.39m).

Mr Carroll, with a Bachelor of Arts (Honours) Degree in English from the University of London, has had executive roles within Mars in Australia and the UK, and is a former General Manager of AFTA Travel Insurance. He established the TeleTech

**Head Office**  
Yowie Group Ltd  
Level 4, 216 St Georges Terrace  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669



business in Australia which grew to become TeleTech Asia Pacific with revenues of more than A\$200 million and more than 4,000 employees in six countries, under his leadership.

A consummate entrepreneur, Mr Carroll's successful start-up business ventures include rain water tank retailer, New Water, which he sold after quickly reaching A\$10 million in revenue. He has served as a Director of a number of organizations where he has been involved as an entrepreneur, and was a Director of Covermore through its IPO in 2013, becoming Chairman two years later and driving that Company's successful sale this year to Zurich.

Mr Carroll is also a non-Executive Director of National Home Doctor Service, which now has more than 600 medical practitioners across Australia.

"The Yowie brand continues to present substantial global growth opportunity after making significant progress to date to re-introduce the confectionery product into strategic global markets and expand its business streams to now include entertainment," he said today.

"My focus will be to help the Company achieve its value potential as well as realize opportunities through structuring and further internationalization and, I look forward to working with the Yowie team" Mr Carroll said.

'It has taken longer than we would have anticipated finalizing this recruitment process, but we are pleased that our determination to get it right has reaped positive benefit for the company with the outcome' said Interim Chair Trevor Allen.



Trevor Allen  
**Interim Chair**  
**Yowie Group Ltd**

**Head Office**  
Yowie Group Ltd  
Level 4, 216 St Georges Terrace  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669



## **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](http://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](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yovieworld.com](http://www.yovieworld.com)

**Head Office**  
Yowie Group Ltd  
Level 4, 216 St Georges Terrace  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669

