13 November 2025

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Leadership Transition to Accelerate Turnaround

Yowie Group Ltd (Yowie) (ASX: YOW) is pleased to announce the appointment of Sulieman Ravell as Chairman and Jarrod Milani as Global Chief Executive Officer of the Company.

Appointment of Chairman

Yowie Group Ltd (Yowie) (ASX: YOW) is pleased to announce the appointment of Mr Sulieman Ravell as Chairman of the Company. Mr Ravell is a director of Benjamin Hornigold Limited (ASX: BHD), Keybridge Capital Ltd (ASX: KBC), Glennon Small Companies Ltd (ASX: GC1) and the Listed Investment Companies & Trusts Association, and brings considerable experience in restoring compliance and corporate governance to companies.

Appointment of Global Chief Executive Officer

The Board is pleased to announce the appointment of Jarrod Milani as Global Chief Executive Officer, effective from 1 November 2025.

Since joining Yowie in October 2023, Jarrod has led the Australian business through operational restructuring, rebuilt internal capability at the Ernest Hillier manufacturing facility, and expanded a range of opportunities across key national retailers.

Under the leadership of the new Board since June 2025, Jarrod has been instrumental in transitioning Yowie to a renewed focus on execution discipline and brand revitalisation.

Jarrod's previous roles include Chief Operating Officer and Co-Founder of ASX listed Forbidden Foods (ASX: FFF), with over 16 years in the Fast Moving Consumer Goods (FMCG) market. His in-depth knowledge of Yowie's capabilities and his commercial and operational experience will drive Yowie's revitalisation and grow its market offerings.

Key terms of employment

- Employer: Yowie Group Limited
- Effective date: 1 November 2025
- Total Fixed Remuneration: AUD $300,000 (excluding superannuation)
- Mutual Notice Period: 3 months
- Short-Term & Long-Term Incentives

Jarrod's immediate priorities include;

- rectification of statutory reporting;
- initiating a refreshed program of proactive shareholder and market engagement; and
- executing a global rejuvenation strategy.

Message from the Board

"The Board is pleased to welcome Jarrod as Global CEO at a pivotal moment in Yowie's development. His leadership, commercial discipline and operational focus are aligned to the Board's commitment to restoring strong governance and positioning the Yowie brand for its next phase of global growth.

We thank shareholders for their patience during this period of transition and look forward to resuming trading as soon as practicable."

This ASX announcement has been approved for the release by the board of Yowie Group Limited.

For further information:

Sulieman Ravell
Chairman & Director
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ENDS

About Yowie

Yowie Group Limited is a global brand licensing company focused on the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures of six Yowie characters. Education on the environment and ecology is core to the brand's purpose.

Yowie Group owns and manages a portfolio of intellectual property underpinning the Yowie surprise-inside chocolate brand and associated digital and licensed products. The Company's core markets are North America and Australia/New Zealand, supported by outsourced manufacturing and distribution arrangements.

Disclaimer

This announcement contains forward-looking statements that are subject to risks and uncertainties associated with the confectionery and retail industries, and broader macroeconomic conditions. Actual results, performance or achievements may differ materially from those expressed or implied.

No representation or warranty is made as to the fairness, accuracy or completeness of the information contained in this announcement. To the maximum extent permitted by law, the Company and its Directors, officers and employees disclaim all liability and responsibility for any direct or indirect loss or damage suffered by any person arising from the use, interpretation or reliance on this announcement or its contents.

The Company remains committed to complying with its continuous disclosure obligations under the ASX Listing Rules and will provide further updates as required.