YOWIE GROUP LTD / YOW! BRANDS / PRODUCT LAUNCH

Yowie Launches 'Yowie GO!' to Accelerate Product Innovation

Introducing Yowie GO!, a new Australian-made chocolate and collectible toy range designed to accelerate innovation, improve cost efficiency and speed to market.

HIGHLIGHTS

- **NEW PRODUCT -** Yowie GO! is a new chocolate and collectible toy range.
- **FASTER INNOVATION -** Re-engineered for lower cost and faster innovation and drop cycles.
- **OPERATIONAL EFFICIENCY -** Leveraging existing factory capacity and new dedicated machinery to improve cost, quality and speed to market.
- **LAUNCH -** Launch planned for Australia in early 2027 with US following in late 2027.



Yowie GO! 12-count counter display unit, Deep Sea Heroes Drop 01 (illustrative concept)



Milk chocolate Yowie character (Boof) with a collectible Deep Sea Heroes toy (illustrative concept)

COMMENTARY

"Yowie GO! represents a significant evolution of our core product, designed to improve unit economics, accelerate innovation and create more opportunities for repeat purchases.

The new format allows us to introduce collectible series and new flavours more frequently, while retaining the chocolate, characters and surprise that define the Yowie brand.

Importantly, this gives us a more flexible and scalable product platform to support growth across Australia, the United States and other international markets."

JARROD MILANI | Chief Executive Officer

PRODUCT OVERVIEW

Yowie GO! – A New Format in Chocolate Collectibles

Yowie GO! combines a piece of pure milk chocolate, moulded in the shape of a Yowie character, with a surprise collectible character keychain, packaged in a distinctive Yowie character-shaped capsule. The innovative format has been designed to withstand Australian conditions while providing greater durability during domestic and international transportation.

Unlike the Company's core Yowie Collectibles range, which typically refreshes annually, Yowie GO! will introduce multiple collectible releases throughout the year. The inaugural release is expected to feature six unique character keychains, encouraging repeat purchases and building on Yowie's established collector appeal.

The new format also provides greater flexibility for product innovation, including the introduction of limited-edition and experimental chocolate flavours. Yowie GO! combines enhanced chocolate value with the character recognition, surprise and collectability that underpin the Yowie brand.

Evolving the Yowie Range

Yowie GO! represents the next step in the evolution of the Yowie portfolio, introducing new formats designed to reach more consumers across different channels, price points and markets. By broadening the range, the Company aims to create more purchase occasions, encourage repeat purchases and increase consumer engagement with the Yowie brand.



The evolution of the Yowie range (illustrative mockups only)

Built for Faster Innovation

Yowie GO! utilises new dedicated surprise-inside manufacturing machinery, which completed factory testing in June 2026, arrived in Australia in August 2026 and was installed in September 2026.

The new production format has been designed to improve manufacturing efficiency, reduce product spoilage and provide greater flexibility in production scheduling. Compared with Yowie's traditional foiled egg range, the more durable capsule format is also better suited to domestic and international transportation, reducing the risk of product damage throughout the supply chain.

Importantly, the new format enables the Company to introduce new collectible series, character designs and chocolate flavours more frequently, without the longer development and production cycles associated with the traditional foiled range.

By leveraging existing capacity and dedicated machinery, Yowie aims to improve product economics, shorten time to market and create a more flexible innovation platform capable of supporting multiple product releases throughout the year.

MARKETS AND LAUNCH TIMING

Yowie GO! will launch in Australia and the United States, the Group's two core markets, with other markets to follow.

AUSTRALIA	**Launching in early calendar 2027**. The Company has presented Yowie GO! to major Australian retailers as part of their 2027 range reviews.
UNITED STATES	**Launching in late 2027** designed to the same dimensions as the Company's existing US displays so they can be ranged alongside the Company's foiled Yowie range.
REST OF WORLD	Launching in 2028 into select markets.

This ASX announcement has been authorised for release by the Board of Yowie Group Limited.

ENDS

Forward-Looking Statements

This announcement contains certain forward-looking statements relating to Yowie Group Limited (the Company or Yowie), including statements concerning the Company's intentions, expectations, plans, objectives, strategies, business opportunities, financial position, future operations and growth prospects.

Forward-looking statements may be identified by words such as "anticipate", "believe", "expect", "estimate", "intend", "plan", "propose", "target", "forecast", "may", "will", "should", "could" and similar expressions. Such statements include, but are not limited to, expectations regarding proposed capital raisings, funding arrangements, acquisitions, licensing opportunities, brand portfolio expansion, distribution growth, operational improvements, financial performance and the potential reinstatement of the Company's securities to quotation on the ASX.

These statements are based on information available to the Company as at the date of this announcement and on assumptions and expectations which the Company considers reasonable in the circumstances. However, forward-looking statements are inherently subject to known and unknown risks, uncertainties, assumptions and other factors, many of which are beyond the Company's control. These factors include, without limitation, prevailing economic and market conditions, investor demand, access to capital, regulatory and shareholder approvals, ASX requirements, foreign exchange movements, changes in consumer demand, retail ranging decisions, competitive pressures, manufacturing and supply chain performance, customer and supplier relationships, and the ability to negotiate, finance and successfully complete proposed commercial transactions.

Any proposed acquisition, capital raising, strategic initiative or other transaction referred to in this announcement may be subject to further due diligence, definitive documentation, financing, regulatory approvals, shareholder approvals and other conditions. There can be no assurance that any such transaction will proceed, that anticipated benefits will be realised, or that the Company's securities will be reinstated to quotation on the ASX.

Actual events, outcomes, results or performance may differ materially from those expressed or implied in any forward-looking statements. No assurance or guarantee is given that any forecast, expectation, objective, strategy or anticipated outcome will be achieved. Forward-looking statements should not be relied upon as a guarantee of future performance.

While the Company has prepared this announcement in good faith, neither the Company nor its directors, officers, employees, advisers or agents makes any representation or warranty, express or implied, as to the accuracy or reliability of any forward-looking statement or the likelihood of achieving any anticipated outcome.

To the maximum extent permitted by law, the Company and its directors, officers, employees, advisers and agents disclaim responsibility and liability for any loss or damage arising from reliance on forward-looking statements contained in this announcement. Nothing in this disclaimer excludes, restricts or modifies any obligation or liability that cannot lawfully be excluded.

Forward-looking statements speak only as at the date of this announcement. Except as required by applicable law, regulation or the ASX Listing Rules, the Company undertakes no obligation to publicly update or revise these statements to reflect subsequent events, circumstances or changes in expectations.

About Yowie Group Limited

Yowie Group Limited (ASX: YOW) is an Australian-listed confectionery and consumer brands business with operations across Australia and North America.

The Group operates the Yowie surprise-inside chocolate brand and has established retail relationships, sales and distribution capabilities across both markets, supported by confectionery manufacturing operations in Australia.

Through its YOW! Brands strategy, the Company is evolving towards a diversified, multi-brand business built around three complementary pillars: Flagship Brands, Licensed Brands and Marketing Expansion.

The strategy focuses on growing existing brands, acquiring and licensing complementary confectionery brands and intellectual property, and leveraging the Group's established commercial infrastructure to expand distribution, create operational efficiencies and build scale.

The proposed change of name to Yow Brands Limited, subject to shareholder approval, reflects the Company's broader strategic direction and ambition to build a portfolio of recognised consumer brands.