

## investor overview

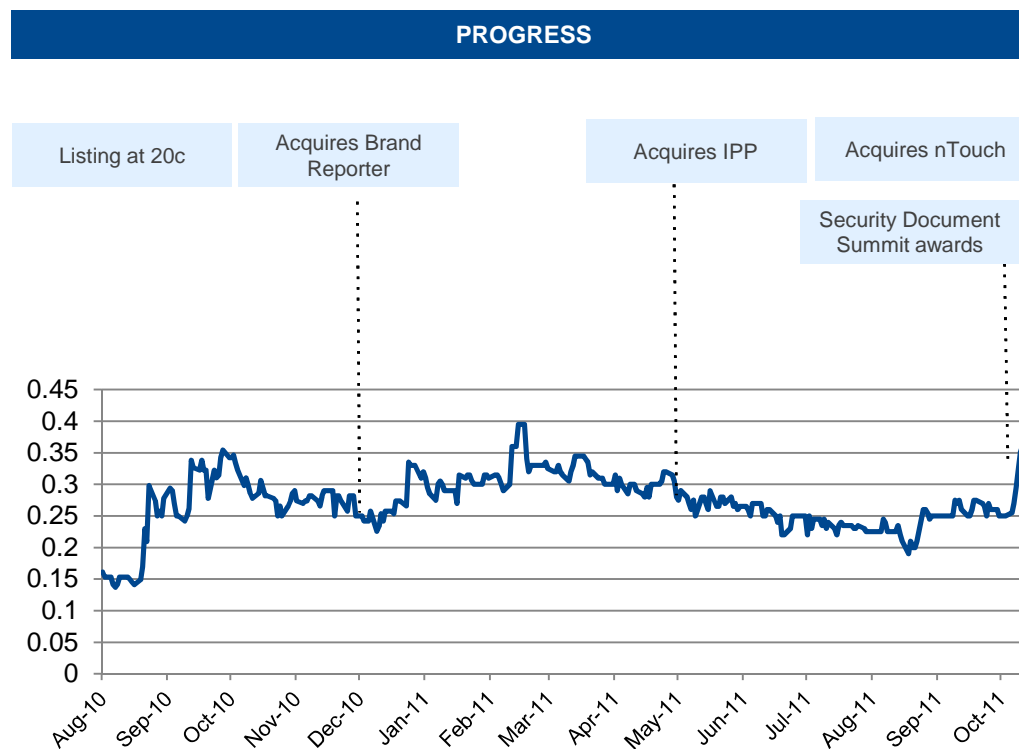
**John Houston**  
Executive Chairman and CEO



December 2015

# Summary

KEY METRICS	
Share Price 2 Dec 2015	31 cents
Market Cap.	\$43.3m
Raise since IPO	Dec '14 - \$1.65m placement at 30c Mar '15 - \$3.1m placement at 30c Apr '15 - \$1.3m SPP at 30c
Shares & Options	≈139.5m ≈40m options
Net cash	\$2.3m (September 30, 2015)
Key shareholders	Board & Management ≈ 58% High Altitude Investments≈ 4.3% Perle Ventures≈ 4%
Business	Leading technologies for brand protection with consumer connection
Offices	Bangkok, Beijing, Laguna(CA), Melbourne, Sydney





**A pioneer in brand protection  
and detection solutions connecting  
global brands and their consumers  
around product authenticity**

**PROTECT | DETECT | CONNECT**

# Huge opportunity in growing global market

**\$1.7 trillion**  
current value of  
global counterfeit trade

**\$284 billion**  
corporate and  
government spend  
combating counterfeiting

**70%**  
China's share of  
counterfeits seized  
by US customs

**7%**  
estimated share  
of global trade  
that is counterfeit

**300k**  
people die each year  
from lethal counterfeit  
pharmaceuticals

# Brands cannot risk losing consumer trust



# YPB owns the world's first end-to-end brand protection solution



# We have built a global business since IPO

2010	2011	2012	2013	2014	2015
<ul style="list-style-type: none"> <li>Design commenced tracer and scanner</li> </ul>		<ul style="list-style-type: none"> <li>FDA certification</li> <li>First product trials begin</li> <li>First trial contracts signed in China</li> </ul>	<ul style="list-style-type: none"> <li>AQSIQ Production License</li> <li>Certification Beijing Administration</li> <li>IP platform secured with Patents</li> </ul>	<ul style="list-style-type: none"> <li>Successful ASX listing</li> <li>Acquired Brand reporter</li> </ul>	<ul style="list-style-type: none"> <li>Acquisitions -brand protection consulting business, print integration business, nTouch</li> <li>Signed Hicap and Shensaier supply contracts</li> <li>Began supply to Chinese Government for Building passes</li> <li>Signed first contract to protect Chinese Government 'fapiaos'</li> <li>Shipments begin to major customers</li> <li>Signed contract to protect salt packaging in China</li> <li>Signed agreement with China Feather and Down Industrial Association</li> <li>Global print and packaging partnership signed with Elanders</li> <li>LOI signed with Motif Micro</li> </ul>

# We have built a strong IP portfolio

YPB's intellectual property currently consists of the following:

## Patents issued

- 4 x China
- 1 x USA (shared patent)

## Trademarks

- 6 x Australia
- 1 x USA

## Patents pending

- 6 x China
- 1 x PCT
- 2 x USA

## Motif Micro IP

- 5 x issued Patents
- 7 x Patents Pending





## anti-counterfeit print packaging and labeling



PROTECT

DETECT

CONNECT

### Covert markers embedded into products

- YPB's proprietary markers and additives include a range of patented microscopic inorganic food safe compounds
- Can be applied to products before, during or after manufacture
- Used in protecting government documents, bank deposit certificates, ePassports and high value brands
- Only entity the CTAAC in China has licensed that supplies invisible technology
- Meets US, EU and Sino FDA standards for food contact

## IP solutions and forensic services



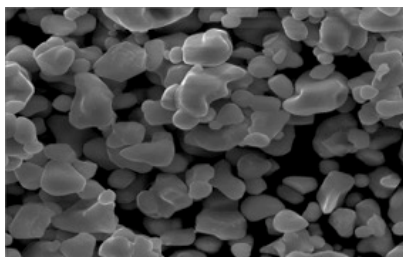
PROTECT

DETECT

CONNECT

### Highly trained and experienced team

- Security consultancy that specialises in forensic investigation high level government and brand security
- Designs security documents, products and systems with a focus on governments and Fortune 500 corporations
- Our VariSec Foil technology used in more than 100 million e-passports worldwide
- 35 year security industry experience extends to many Fortune 100 companies
- Integrates with and enhances the YPB's protection offering



#### Tracer

Tiny particles measuring only 2-5 microns are embedded in the product as a unique tracer.



#### Scanner

A YPB scanner excites the tracer and produces a positive or negative result.

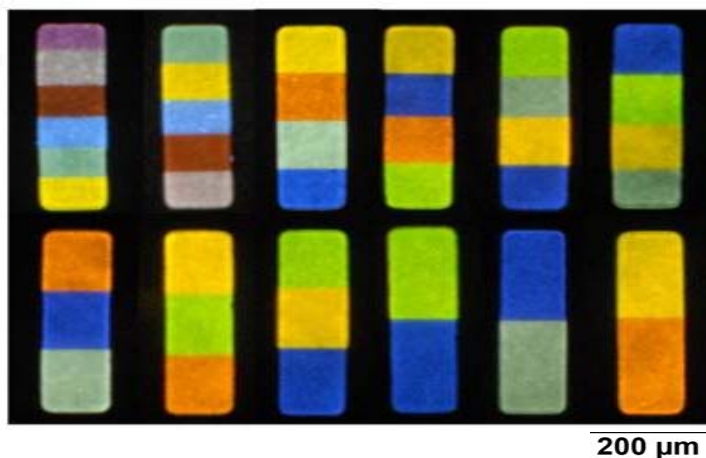
PROTECT

DETECT

CONNECT

#### Invisible, cannot be copied or destroyed

- Patented, invisible and non-destructible
- Cannot be copied
- Safe for food contact; meets FDA standards
- Tracer embedded during or after manufacturing process
- Low cost as little as .01US cent
- Versatile – can be embedded into almost any material
- Integrates with Smartphone plug-in scanner (eta 2016)



#### Motif Micro

Motif Micro (spin out from MIT in Boston) creates polymer nanocrystal composite micro-barcodes.

Protected by patents and is award winning.

PROTECT

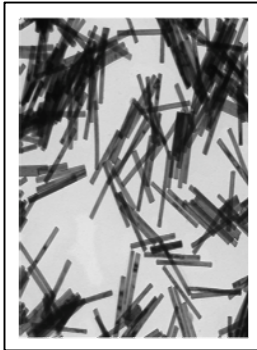
DETECT

CONNECT

#### The ultimate identifier that can't be copied

- Readable by smartphone and capable of lot and item-level serialisation
- Micro-barcode technology protected by multiple patents and trade secrets
- Consumer engagement through smartphone
- Completely accurate identifiers
- Low production line cost
- Complements YPB's existing tracer product (ideal for higher volume products)
- Award-winning technology developed by MIT with funding from US Air Force

# Motif Micro process



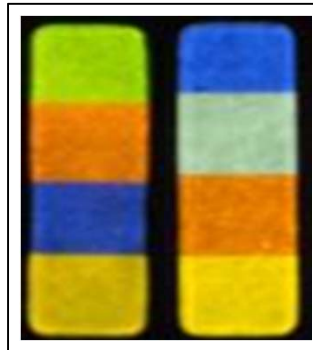
## Nanocrystals

We manufacture upconversion nanocrystals.



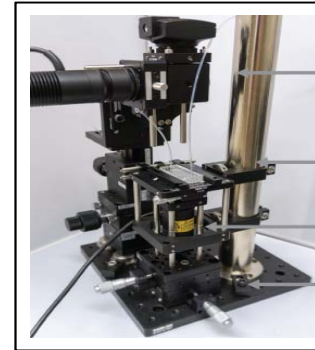
## Upconversion

Nanocrystals upconvert lower energy invisible infrared light into higher energy visible light.



## Microparticles

Nanocrystals integrate with microparticles using a patented microfluidic fab process.



## Manufacturing

Manufacturing embeds microparticles that are masterbatched into products. It is low cost and versatile.



## Engagement

Taking a picture using a flash on any smartphone will excite and decode the nanocrystals.

# Motif Micro background

## Developed by MIT Chemical Engineering Team

Paul Bisso and Prof. Patrick Doyle

## To be acquired by YPB for A\$6.974m, of which A\$4.185m is equity

Highly motivated Motif Micro team committed to YPB

## Will utilise existing YPB infrastructure:

- Brand Reporter
- Print Integration
- R&D capability

## Exploited via existing YPB sales channels

As well as MIT network

## Multiple end applications

Currency, credit card, art work, high end consumer products, food packaging, pharmaceuticals







## smartphone solutions to detect and connect



### Brand Reporter

SaaS Software platform to authenticate products in one scan on a smartphone using QR codes.

### nTouch

Smartphone software that uses proximity marketing to gather and develop big data. Acquisition in progress.

PROTECT

DETECT

CONNECT

### Smartphone apps to detect and connect

**Brand Reporter** is a smartphone platform that identifies, tracks and allows collection of data on counterfeit products

- Sold as SaaS service for a monthly fee
- Allows Brands to collect actionable data
- Direct access to consumer engagement for Brands

**nTouch** proximity marketing technology engages with consumers to generate big data

- Fully tested platform based on time, location and specific user profiles
- Integrates seamlessly with YPB's services through engagement and big data

# Attractive revenue model

## Strong client relationships

Strong client relationships acquired with acquisitions of Intellectual Product Protection Group (IPP) and Continuous Forms Control (CFC).

## High volume contracts

Key relationships established with **HiCap** (2 billion bottle closures) and **Shenzen Shensaier** (leading supplier of high-end UV printing ink and paint manufacturer).

## Global scale

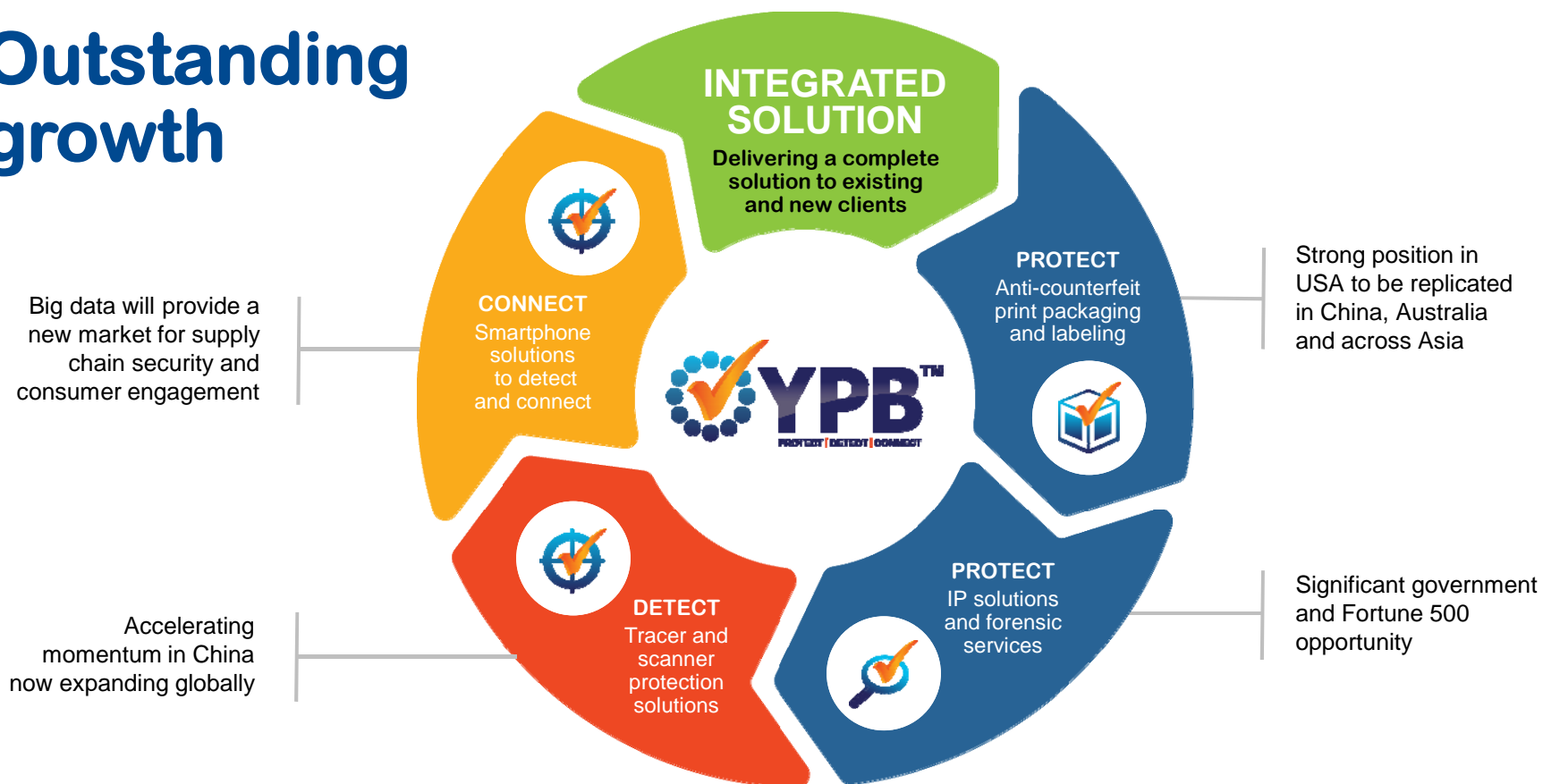
Tracer technology can be easily integrated into products and packaging with a large **US\$284bn** market opportunity.

## Upselling opportunities

Multiple revenue opportunities from selling tracer, packaging, printing and connection solutions to existing China, ASEAN and USA customers.



# Outstanding growth



# YPB owns the world's first end-to-end solution

## PROTECT



Cost-effective and full service printing for packaging and labelling that can also embed our invisible tracers into almost any material.

## PROTECT



Individual anti-counterfeit strategies that protect brands and keep their products safe

## DETECT



Our invisible and in-destructible tracers cannot be copied, are safe for food contact and meet FDA standards.  
YPB's scanners can detect embedded tracers and authenticate a product within the supply chain.

## CONNECT



Our invisible and in-destructible tracers cannot be copied, are safe for food contact and meet FDA standards.  
YPB's scanners can detect embedded tracers and authenticate a product within the supply chain.

**PROTECT | DETECT | CONNECT**

# Outstanding clients

Huge opportunity to cross-sell solutions

PROTECT

 anti-counterfeit print packaging and labeling



PROTECT

 IP solutions and forensic services



DETECT

 tracer and scanner protection solutions



CONNECT

 smartphone solutions to detect and connect



PROTECT | DETECT | CONNECT

# China

China's largest feather and down industrial association



**\$380K**  
potential p.a.

**PROTECT**

Anti-counterfeit  
print packaging  
and labeling

**\$10K**  
potential p.a.

**PROTECT**

IP Solutions and  
forensic services

**\$40K**  
per annum

**DETECT**

Tracer and scanner  
protection solutions

**\$30K**  
potential p.a.

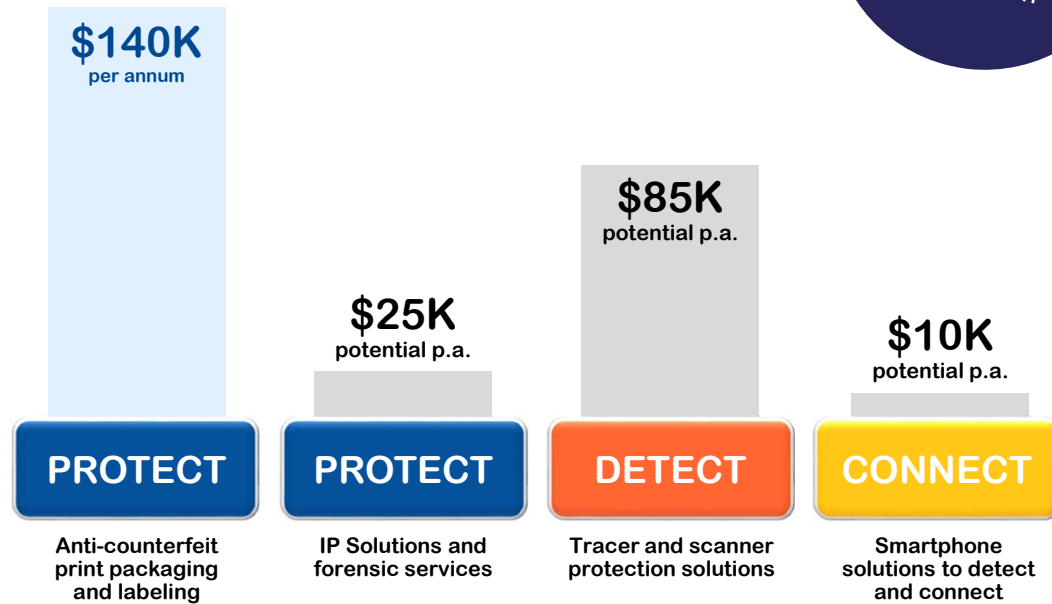
**CONNECT**

Smartphone  
solutions to detect  
and connect

potential revenue  
**\$460K**  
per annum

# USA

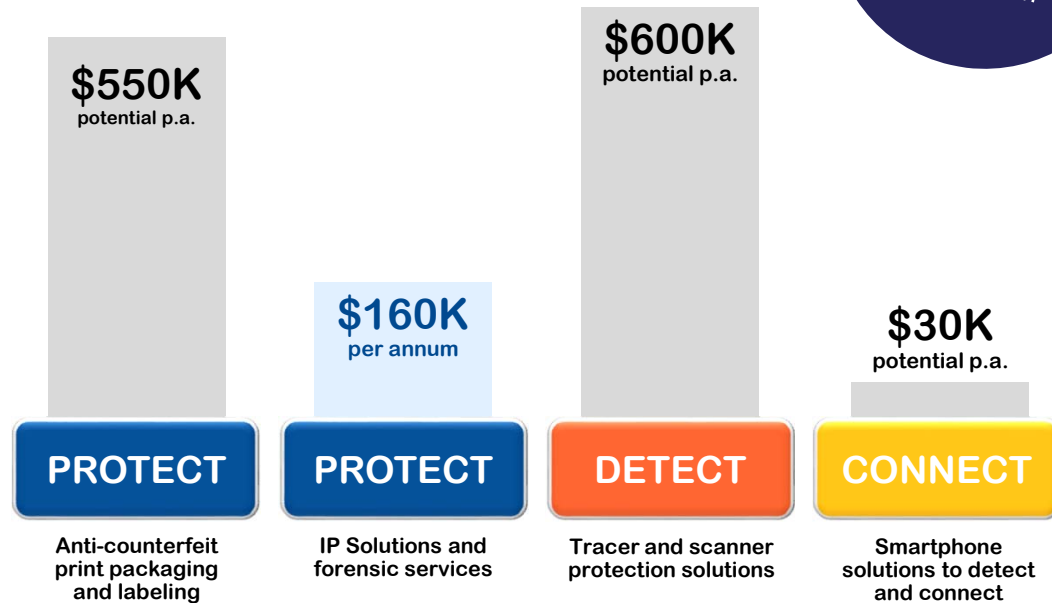
## Apparel hang tags, woven labels and price tickets



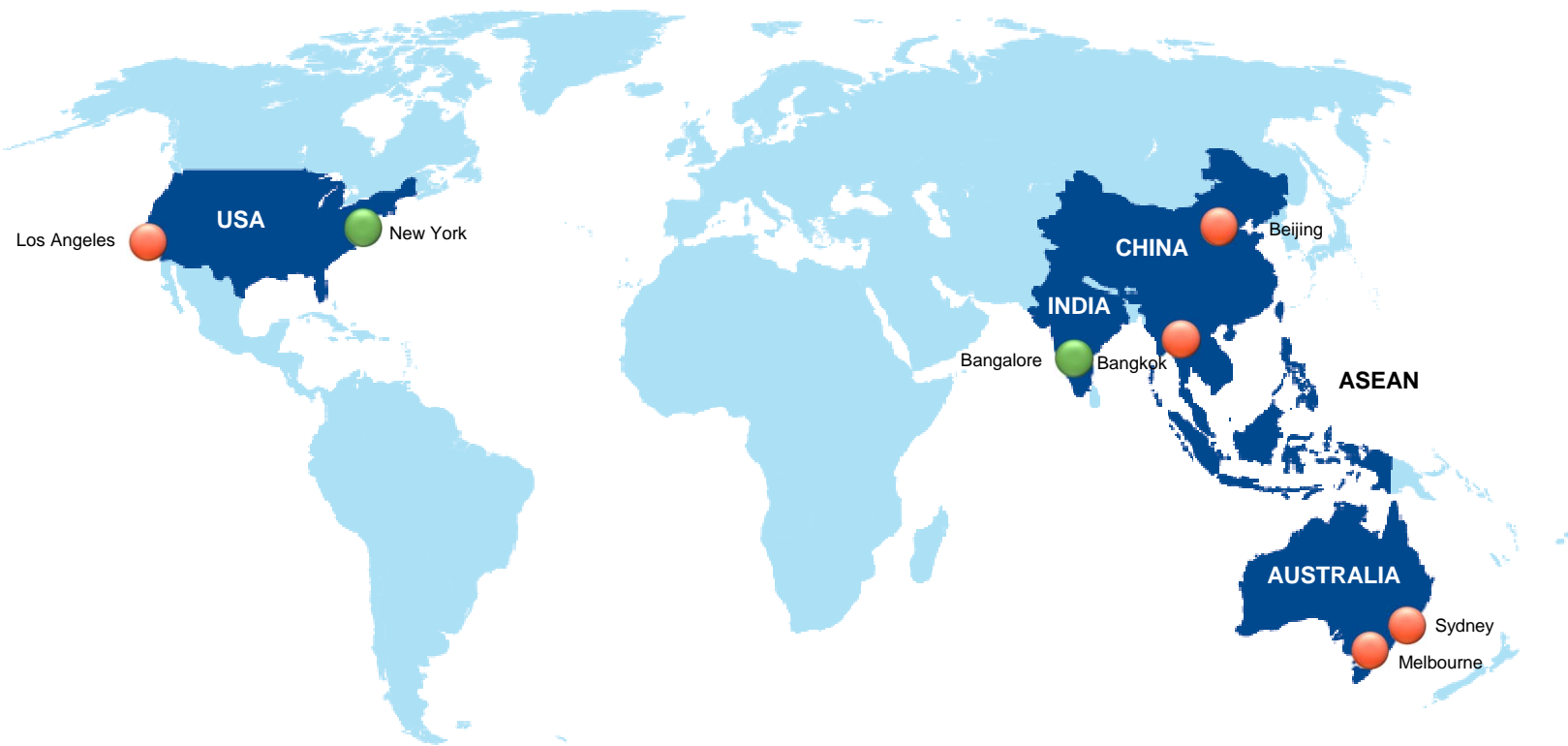
US\$ potential revenue  
**\$260K**  
per annum

# Global

## Anti-counterfeit solution of a global IT provider



# Strategically located support for our clients



# Leadership: unparalleled expertise



**Jens Michel**  
**Chief Operating Officer**

Highly effective and experienced in ASEAN and APAC business building and operations



**Richard Raju**  
**Chief Marketing Officer**

Fifteen years at director level big four agency, six years China, extensive consumer marketing experience



**John Houston**  
**Executive Chairman**  
**Chief Executive Officer**

Forty years international business building including Telco, Broadband and APP businesses all successfully built and exited. Shareholder value creator.



**Timothy Merchant**  
**Chief Technical Officer**

Thirty-five years in government and currency printing, anti-counterfeit consultant and forensic services focused in USA and ASEAN



**Ralph Davis**  
**President Print Solutions**

Forty years in print and packaging industries and successful business operator



**Robert Whitton**  
**Chief Financial Officer**  
**Company Secretary**  
**Non-executive Director**

Experienced Company Director, previously partner at prestigious Australian accountancy practice



**Wesley Wang**  
**General Manager China**

MBA with project management experience leading to sales and business operations in China



**Simon Szewach**  
**CEO nTouch**

Founder of nTouch platform, with a wealth of knowledge in customer analytics, online and mobile marketing



# YPB owns the world's first end-to-end solution

No other company offers this level of future thinking and protection

	Anti-counterfeit print packaging and labelling	IP solutions and forensic services	Consumer engagement	End- to-end IP solution design	Invisible to the human eye
YPB	✓	✓	✓	✓	✓
3M	×	×	×	×	×
Honeywell	×	×	×	×	×
OpSec	✓	×	×	×	×
Thin Film Electronics	×	×	✓	×	×
Authentix	×	×	×	✓	×

# Investment highlights



**brand protection  
growing global issue**



**suite of proprietary  
technology solutions**



**consumer engagement  
tied to brand protection**



**high margin, growing  
and recurring revenue**



**global clients  
global presence**



**experienced  
and proven team**

# Disclaimer

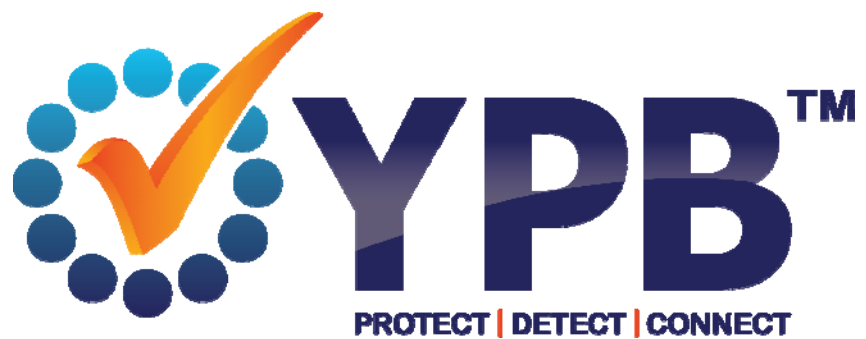
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