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ASX: YPB

ASX/MEDIA ANNOUNCEMENT
8th May 2015

YPB Group Launches new Brand Reporter website

Brand Reporter platform soon to be relaunched in USA & China

Key points

- **YPB launches new Brand Reporter website as part of its re-launch of Brand Reporter platform.**
- **Brand Reporter is a technology platform that allows Governments, Brands and consumers to identify, manage, track and report counterfeit products.**
- **The Company plans to expand Brand Reporter into China, SE Asia and Australia.**
- **Foundation is now set for Brand Reporter platform to generate mass consumer and social awareness.**
- **Potential clients and business partners can now view and interact with the Brand Reporter suite of products.**

The Board of Anti-counterfeiting technology Company YPB Group Limited (ASX: YPB) (YPB, the Company) is pleased to announce the launch of the new Brand Reporter website.

The Brand Reporter website is at: www.brandreporter.com.

Brand Reporter is a technology platform for Governments, Brands and consumers to identify, manage, track and report counterfeit products within supply chains or at point of sale. It offers a customised solution via easily deployed applications available on all popular smartphones.

YPB has undertaken significant research and interaction with major brands, consumers and businesses on its Brand Reporter business model and suite of products. As a result of this process the Brand Reporter offering has evolved significantly since its acquisition by YPB in September 2014 (ASX announcement, 8 September 2014).

YPB will now re-launch its Brand Reporter app-based solutions in the near future. Brand Reporter will be re-launched as an innovative leading suite of solutions via mobile handsets that revolutionise the ability to detect counterfeits and diversion goods, and gather real time actionable data.

The launch of the new Brand Reporter website sets the foundation for major plans to grow Brand Reporter into a platform that engages mobile users and consumers globally, and creates a community for reporting counterfeit and suspicious products.

YPB Chief Marketing Officer, Randall Griffis said:

“The launch of the new Brand Reporter website signals our next steps towards being a world leader in brand protection and anti counterfeit solutions. This is based around our foundation of offering solutions to DETECT and PROTECT consumers and brands. We are developing a global footprint with our digital solutions. More exciting news and plans around the Brand Reporter platform will be announced shortly.”

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About YPB Group

YPB Group (ASX:YPB) is a leading worldwide solutions provider in brand protection, product authentication and anti-counterfeit technology listed on ASX in Australia and operating in China, USA, Australia and South East Asia. The company has developed innovative technologies that PROTECT and DETECT. YPB's Patented Tracer and scanner solutions PROTECT products from the risks of counterfeit and diversion. Brand Reporter powered by YPB allows Brands, Governments and consumers to DETECT the incidence of counterfeit.

YPB's solutions are customizable to the market needs and we are continuing to create innovative new products for brands, manufacturers, retailers, governments and consumers.

PROTECT

YPB has developed patented invisible Tracer material that can be embedded into products and packaging during or after the manufacture process. The Tracers are inexpensive and cannot be seen, removed or destroyed.

Using YPB's handheld scanner the Tracer can then be detected in products to determine if they are real or fake.

YPB currently has contracts in place with major packaging and product manufacturers in China and is growing in the USA, Australia and Thailand.

DETECT

Brand Reporter is YPB's technology platform designed for Governments, Brands and consumers to identify, manage, track and report counterfeit or divergent products within supply chains or at point of sale. The customised solutions are simple and easily deployed applications available on all popular smartphones.

Brand Reporter also utilizes crowd sourcing information and allows consumers to interact with products in the market using QR codes, track and trace, product scanning and consumer engagement features which can be customised to specific needs.

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