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**ASX: YPB**

**ASX/MEDIA ANNOUNCEMENT**

**29<sup>th</sup> July 2016**

**Supply Agreement signed with Impact International to supply anti-counterfeit solutions and consumer engagement technology**

- **YPB Group signs supply agreement with Impact International to supply anti-counterfeit tracer technology and consumer engagement solutions to Impact's clients**
- **Impact International is fast growing, producing approximately ten million units per annum**
- **Impact produces packaging tubes for brands including Colgate, Deep Heat and Nestle**
- **Further validation of YPB's end-to-end technology**

Anti-counterfeiting and consumer engagement technology company YPB Group Limited [ASX: YPB] has signed a memorandum of understanding (MOU) and supply agreement with Sydney-based packaging company Impact International.

Under the agreement, YPB's patented anti-counterfeit tracer and consumer engagement technologies will be available to Impact International's customers, which include many of Australia's and New Zealand's leading manufacturers of cosmetics, fast-moving consumer goods, pharmaceuticals, health products and nutraceuticals.

Impact International, which is considered the market leader in tube production in Australasia, delivers approximately ten million units per annum.

Based in Smithfield, Sydney, Impact International is a family-owned company that designs and manufactures industry-leading aluminium, laminate and plastic packaging tubes for a wide range of internationally-recognised brands including Colgate, Dencorub, Deep Heat and Nestle. The company has production facilities in Australia, The Philippines, Malaysia, Venezuela, Indonesia, New Zealand and Singapore.

Impact International is the only HACCP-accredited tube manufacturer in Australia (HACCP, or Hazard Analysis and Critical Control Points, is a systematic preventative approach to food safety from biological, chemical and physical hazards), and it is internationally renowned for high-quality printing on extruded plastic tubes.

John Houston, Executive Chairman of YPB Group, said: "More and more companies are recognising the importance of protecting their brands against counterfeits, at the same time connecting with their end customers. Counterfeit products directly attack the value of a brand, leading to lost markets and lost revenue. We are delighted that Impact International will offer our anti-counterfeit and customer engagement solutions to its customers."

Aleks Lajovic, Sales and Marketing Manager at Impact International, said: “By partnering with YPB, Impact International is offering its customers excellent brand protection solutions as well as exciting consumer engagement opportunities. Cosmetic, personal care and pharmaceutical products manufactured in Australia or New Zealand are extremely popular in Asia. We believe that Australian and New Zealand-made products will become even more popular. With 70% of counterfeit products originating from China our customers – especially those that are export-focused – understand that successful products always run the risk of being copied. By helping our customers protect their brand, protect their reputation and protect consumers from purchasing counterfeit products, we believe our partnership with YPB will add real value to our customers and allow them to focus on new export opportunities with reduced risk.”

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**About YPB**

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB’s patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB’s full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

**PROTECT**

**Security print packaging and labeling**

YPB offers a wide range of intelligent security packaging and labeling solutions that can be included into almost any material and is a cost effective brand protection solution for companies wanting to protect the integrity and value of their brands in high-risk markets.

**IP solutions & forensic services**

YPB’s IP solution specialists will work with quality brands and Governments, to develop personalised brand protection strategies and solutions that will deliver real protection and safety for brands, products and consumers.

## **DETECT**

### **Scanner and tracer protection solutions**

YPB's patent protected state-of-the art tracer technology is invisible, cannot be copied or destroyed. Brand owners that include YPB's tracers in their packaging can use YPB's scanners to verify their product's authenticity. If a counterfeit is detected YPB's forensic services will consult with a brand owner to develop strategic solutions to protect the brand counterfeiting and product diversion.

## **CONNECT**

### **Smartphone applications to detect and connect**

YPB's sophisticated, user friendly and powerful smartphone applications allow brand owners and consumers to identify and report suspected counterfeit or divergent products and allows brands to connect and engage with consumers via QR codes, near field communication, track and trace, product scanning and consumer engagement. Giving brand owners valuable and actionable "big data" about their consumers and products through a powerful data analytics capability.

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