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ASX: YPB

ASX/MEDIA ANNOUNCEMENT

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YPB extends PROTECT solutions to create Retail Anti-Theft business

Anti-counterfeiting and consumer engagement technology company YPB Group Limited (ASX:YPB) is extending its PROTECT solutions suite into anti-theft applications, initially targeting major Australian retail chains. This broadening of YPB's PROTECT, DETECT, CONNECT brand protection offering is expected to create a meaningful new source of recurring revenue for the company.

Using its existing capabilities and technologies, YPB is able to deliver several highly effective anti-theft solutions including RF (radio frequency) and AM (acousto-magnetic) pricing and product labels, integrated tags and lanyards, self-alarmed tags and other tailored options. One of the company's proprietary solutions of great interest to Australian mainstream retailers is the 'Lexcap', which provides in-store protection for high end wines and alcohol.

Technological evolution now allows retailers to more effectively protect against theft, reducing stock shrinkage and directly boosting profit. With its established capability in brand protection YPB is highly capable in this field.

Leading the company's development of the new Retail Anti-Theft business is YPB's General Manager of Australia & New Zealand, Mark Stafford, who has 27 years' experience in the anti-theft and product labelling market. Initial customer targets will include mainstream grocery retailers, liquor chains, Australian apparel brands and food labelling for retail and export. Mr Stafford will also focus on the sale and delivery of YPB's anti-counterfeit and CONNECT product solutions in the Australian market.

YPB Executive Chairman Mr John Houston said: "In-store trials of our anti-theft solutions have reduced stock theft by more than 50%, delivering immediate and measurable profit benefit to retailers. We also have the capability to help retailers improve both marketing effectiveness and brand loyalty via our YPB CONNECT software platform which allows informed, direct, tailored engagement between the retailer and individual customer. Together the Retail Anti-Theft and Customer Connect solutions can see Australian retail grow into an important sector for YPB."

YPB expects to update the market on negotiations with Australian retailers in the near-term.

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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.