

**ASX/MEDIA ANNOUNCEMENT****ASX: YPB | 31<sup>st</sup> May 2017****Director retirements**

- **Robert Whitton retires as Executive Director and to retire as Company Secretary**
- **Ronald Langley retires as Non-Executive Director**

Brand Protection and Customer Engagement solutions company YPB Group Ltd (ASX: YPB) announces the retirements of Non-Executive Director Ronald Langley and Executive Director Robert Whitton at today's annual general meeting.

Approaching 73 years of age, Ronald Langley has decided to retire from all his board commitments and spend more time with his traditional value investments, his unlisted portfolio of innovative companies and family and private interests. He remains a strong supporter of YPB and its business model and will continue to support from a non-engaged perspective.

Robert Whitton has also retired as a Director but will continue in his role as Company Secretary until July 31<sup>st</sup>. Robert has an expanding portfolio of business interests and will be devoting more time to that portfolio.

Both Ronald and Robert intend to retain their present shareholdings in YPB.

YPB Executive Chairman John Houston said: "I am most grateful to both Ronald and Robert for their significant contributions to YPB and their wise counsel. Robert has been with the Company since prior to its listing in 2014, was integral to its development in the early years and played a valuable role in developing early client relationships in the Australian market and went on to run YPB in Australia and New Zealand. The whole Board of YPB wishes Ronald a very happy and healthy retirement and wishes Robert every success with his growing portfolio of commitments."

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PROTECT | DETECT | CONNECT

## ABOUT YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, YPB is expanding its global footprint with an established presence in Australia, China, Thailand, USA, Mexico, India and Pakistan.

YPB's patented Anti-Counterfeit technology combined with its Security Packaging and Anti-Theft solutions, Consulting Services and YPB's proprietary CONNECT platform enables clients to PROTECT their high value brands from the risks of counterfeit, product diversion and theft while providing the tools to CONNECT directly with their customers.

## PROTECT

### Smart Security Packaging and labeling for Brands

YPB offers a wide range of Smart Security Packaging and Labeling solutions that can be incorporated into almost any material and offer cost effective strategies to PROTECT the integrity and value of products and brands in high-risk markets.

### Government Vital Documents

YPB offers solutions to Governments to PROTECT their Vital Documents that include ID cards, Visas, Passports, Vehicle Labels and many other applications.

### Retail Anti-theft

YPB offers clients the latest technology in Retail Anti-Theft and Labeling solutions effective for mainstream retailers, boutiques and exporters to PROTECT against theft.

### IP solutions & forensic services

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

### Secure Supply Chain

YPB offers secure supply chain solutions to Governments, banks and companies wanting to ensure the integrity of their supply chain using a combination of YPB's authentication technology and secure track and trace solutions, delivering real protection for high value documents, 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 who 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 can consult with a brand owner to develop strategic, tailored solutions to protect the brand against counterfeiting and product diversion.



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## 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 diverted products. They also allow brands to connect and engage directly with their customers via QR codes, Near Field Communication, secure track and trace and product scanning. The YPB CONNECT platform delivers brand owners valuable and actionable intelligence about their products and customers to measure, tailor and individualise direct marketing campaigns through a 'big data' analytics capability.

[www.ypbsystems.com](http://www.ypbsystems.com)