

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | Friday 4th August 2017**Lucas' Papaw Remedies to PROTECT its iconic product with YPB**

- ***10 million tubes per annum will carry YPB's technology***

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX: YPB) is pleased to announce it will PROTECT renowned Australian Brand Lucas' Papaw Remedies with covert forensic tracer via its partnership with Australian tube manufacturer Impact International Pty Ltd.

Lucas' Papaw Remedies range of products has a proud history in Australia spanning over 100 years. Over the last few years Lucas' Pawpaw Remedies has seen strong growth in Asia as people look for proven products with a long history which are popular in western cultures. Lucas' Papaw Remedies wishes to protect the brand that the family has spent five generations building.

Impact International supplies tubes via its joint venture with Kim Pai Lamitube (Thailand) known as Kim Pai Tuba. YPB's covert forensic tracer will be integrated into the Lucas' Papaw packaging tubes at the time of production.

Aleks Lajovic, Managing Director at Impact International said: "Lucas' Papaw Remedies is one of Australia's most iconic brands. All the international airports around Australia sell a six pack of Lucas' Papaw ointment, which is snapped up by tourists who are heading back home. We are proud to be the tube supplier of choice for Lucas' Papaw Remedies and to be working closely with them to protect their brand."

Lynette Swinglehurst, manager for Lucas' Papaw Remedies, said: "Lucas' Papaw Ointment has been a household name all over Australia for over 100 years, but after exposure to other countries, and the demand for our product increasing, we found that our Brand could potentially be copied. That's where Impact International and YPB came in. They have been able to introduce a Protection Solution that will stop any counterfeits in their tracks. We are excited to be a part of this new technology."

YPB Executive Chairman John Houston said: "This new supply agreement with Impact International demonstrates YPB's accelerated execution capabilities. We are pleased to be working with Impact International to protect such an iconic Australian brand as Lucas' Papaw Remedies."



PROTECT | DETECT | CONNECT

For further information please contact;

Mr. John Houston
Executive Chairman
YPB Group Limited
T: +61 458 701 088
E: john.houston@ypbsystems.com
W: www.ypbsystems.com

Mr. Gerard Eakin
Director
YPB Group Limited
T: +61 427 011 596
E: eakin@manifestcapital.com

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.

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.

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