

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 7th August 2017

YPB to provide Retail Anti-Theft consultancy to BWS in Australia

- ***YPB's specialist Retail Anti-Theft experience to benefit BWS.***
- ***Consultancy revenue is expected to be circa A\$200k in 2017.***

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX: YPB) is pleased to announce it will provide Retail Anti-Theft consulting services to BWS Group in Australia. YPB has a strong relationship with BWS and provides it with a range of Anti-Theft products and solutions.

BWS is one of Australia's leading retailers of Beers, Wines and Spirits. The BWS Group operates 1200 stores throughout Australia and is a division of Woolworths' (ASX: WOW) Endeavour Drinks Group.

YPB will survey each BWS site and make recommendations on existing and future security needs. These surveys will be completed by the end of 2017 with an approximate value to YPB of A\$200,000.

It is estimated Australian retailers lose A\$2.7 billion per annum to retail theft. The NSW Bureau of Crime and Statistics Research recently reported that retail theft in NSW had risen 6.3% over the past year with liquor stores and supermarkets key targets. Most crime categories had decreased over the period. YPB sells a range of solutions to PROTECT against Retail Theft which are gaining strong sales momentum, especially with Australian retailers.

YPB Executive Chairman John Houston said: "This new agreement with BWS highlights YPB's standing in the Australian Retail Community. We are excited to provide such specialist technical expertise to BWS and look forward to identifying new areas of opportunity and growth for BWS and YPB."

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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.

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.ypb systems.com