

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 7 Sep 2017

YPB share placement raises \$2.575m

- **YPB raises \$2.575m at \$0.04 per share**
- **Board and associates key supporters**
- **Strategic private investors with strong China links**

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX: YPB) is pleased to announce that it has raised \$2.575m via a placement to sophisticated and institutional investors. The placement price was \$0.04.

The raise was primarily driven by existing supporters of the company including current and recently retired directors. Shareholders will be asked to approve the directors' subscriptions for the placement shares under ASX Listing Rule 10.11.1 at the next General Meeting of the company.

Also participating were new strategic investors with technology expertise and links in a range of industries in China. These investors intend to actively help YPB access key decision makers and secure business in potentially high value industries in China.

The funds raised will be used to execute the acquisition of Motif Micro and for general working capital purposes. Motif Micro is a revolutionary Anti-Counterfeit technology with literally extraordinary potential. The current plan is for the first commercial releases of the technology to occur in the first half of 2018.

YPB Executive Chairman John Houston said: "While disappointing to be raising equity with such a weak stock price, the strong support from current and recently retired directors demonstrates their optimistic view of the company's prospects. I thank all participants in the placement for their support and particularly welcome our new shareholders. The team is intent on kicking important goals over the remainder of 2017 to ensure the company becomes profitable and self-sufficient as soon as possible."

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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, and Mexico.

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.