

ASX/MEDIA ANNOUNCEMENT

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Unilever adopts YPB's CONNECT platform for e-commerce in Pakistan

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX: YPB) has supplied Unilever Pakistan with its CONNECT direct consumer connection platform for Unilever's "Black Friday" e-commerce drive.

Following the successful implementation of this project and with three more projects currently in development, and given Unilever's vision for deploying YPB solutions, YPB expects Unilever Pakistan to become a major client with million dollar revenues. The just completed 'Black Friday' Promotion in Pakistan to support Unilever's e-commerce sales channel was implemented on 24th November 2017. Other projects are already under development and are being led by our first-class Pakistan partner with support from YPB's Bangkok hub. Partnering multiplies our resource and leverages our IP with minimal incremental cost and risk.

Headquartered in Karachi, Unilever is Pakistan's largest fast moving consumer goods company with revenues of AUD960m in 2016. As of August 2017, Pakistan had a population of 207 million making it the world's sixth most populous country. Its FMCG sector has been growing at double digit rates for some years due to growing incomes and increasing urbanisation with 36% of the population now dwelling in urban areas making it the second most urbanised country in South Asia.

Executive Chairman John Houston said: "The tacit endorsement of our solutions by one of the world's great FMCG companies is most significant for YPB and the range of projects in train implies Unilever Pakistan can become a very valuable client for us. This deal also demonstrates that our technology is well suited to Pakistan with its 207 million population, high smartphone penetration and limited consumer profiling capacity and opportunities with other potential clients are in development there. We are also pleased to note that this relationship has already generated revenue in November, highlighting increased effectiveness and speed of execution under our new management structure. Our reinvigorated team is gathering momentum and we are hopeful further important deals can be closed before year-end to drive revenues, profitability and the restoration and growth of YPB's value."



PROTECT | DETECT | CONNECT

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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.



PROTECT | DETECT | CONNECT

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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