

**ASX/MEDIA ANNOUNCEMENT****ASX: YPB | 6<sup>th</sup> December 2017**

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**YPB strengthens E-commerce capabilities with new CFO**

- **Adrian Tan recently CFO of Alibaba subsidiary, Lazada, appointed Group CFO**
- **YPB's solutions are vital to E-commerce success in Asia for ANZ exporters**
- **YPB sees supporting E-commerce as an important revenue and profit driver in 2018**

Brand Protection and Consumer Connection company YPB is pleased to announce the appointment of Adrian Tan as Group Chief Financial Officer (CFO).

Adrian was most recently CFO at Lazada Express Limited, Thailand, and previously CFO of Lazada Limited, Thailand, which is now a subsidiary of Alibaba (from April 2016). Lazada has become an E-commerce giant and is Southeast Asia's number one online shopping and selling destination with a presence in Indonesia, Malaysia, Philippines, Thailand, Vietnam and Singapore.

Adrian has been instrumental in building Lazada into its clear market leading position. His experience in the burgeoning E-commerce markets of Asia together with his deep knowledge of the most significant E-commerce platform in China, Alibaba, will be invaluable to YPB and its clients selling online in Asia.

YPB expects its client base of ANZ exporters pursuing Asian growth to grow rapidly over 2018 following high profile infant formula and natural health successes. Our PROTECT DETECT CONNECT solution set is vital to successful E-commerce in the high counterfeit markets of Asia by building trust and connection with consumers.

Adrian holds a Bachelor of Engineering (Honours) and Bachelor of Commerce from The Australian National University and is a CPA. He has worked in both the government and private sectors – in audit with The Australian National Audit Office as well as several business advisory roles in Europe and Asia.

YPB Executive Chairman John Houston said: "I am very pleased to welcome Adrian to the YPB team. Adrian comes with extremely relevant experience as we build YPB's E-commerce capability with the recent successes and more to come in this high growth field."

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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, 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.

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