



# **Investor presentation for Techknow Invest Roadshow**

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30 October & 1 November 2018

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**YPB delivers a suite of proprietary revolutionary anti-counterfeit and retail engagement solutions that deliver certainty of authenticity and trigger customer/brand engagement.**

YPB is on a mission to:

- Stop fakes
- Prove authenticity
- Drive customer engagement

**4.2**  
**TRILLION USD**

Cost of global  
counterfeit market by  
2022\*

**5.4**  
**MILLION**

Jobs at risk due to  
counterfeit by 2022\*

**1**  
**MILLION**

Deaths annually from  
counterfeit pharmaceuticals

**YPB** = certainty of authenticity

\*Source: International Chamber of Commerce - February 2017

Counterfeiting is  
a global pandemic



Technical expertise – 20 patents in anti-counterfeit



China official anti-counterfeit accreditations – CSPIA, CATA



Existing customers in ANZ, China, South East & South Asia, USA



Highly scalable, annuity revenue

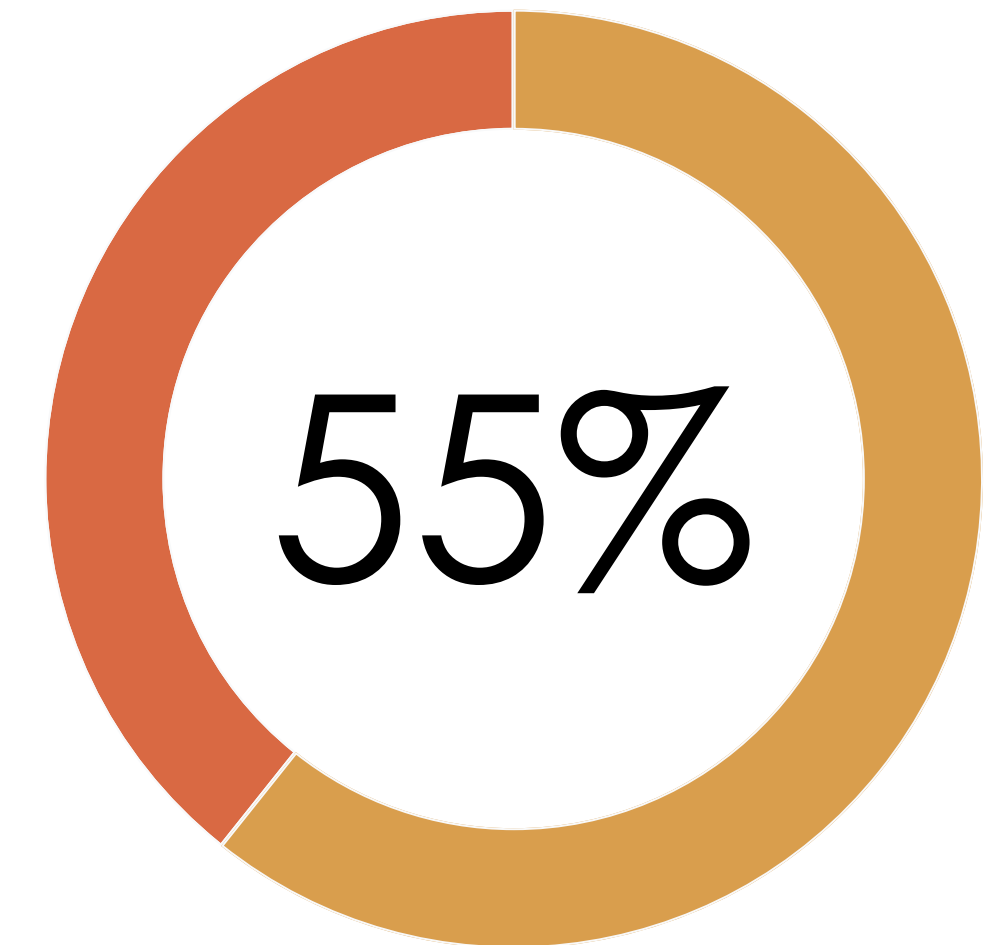
After years of development and commercial trials YPB is poised for large scale rollout



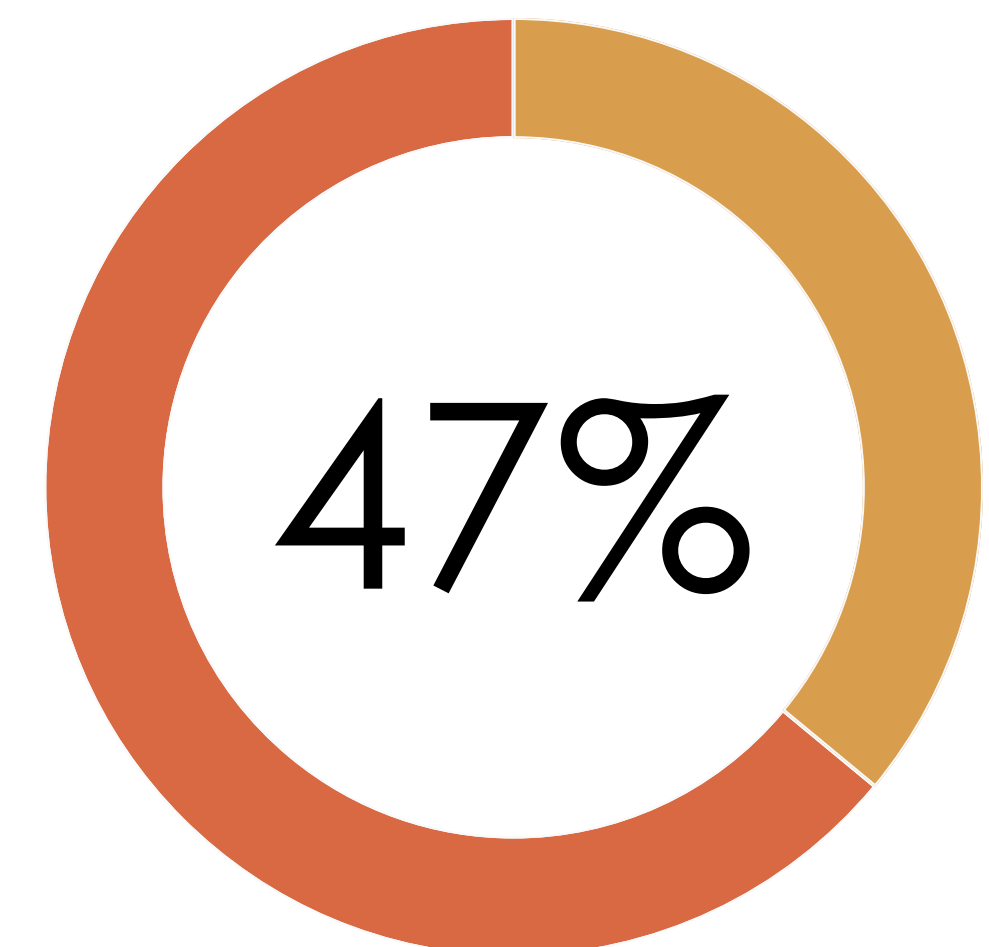
# Company snapshot

ASX code:	YPB
Industry code:	Commercial & Professional Services
Shares on issue:	753.5m
Market cap:	\$12.81m
Share price (at last close 26/10/2018)	\$0.017
12 month high:	\$0.07
12 month low:	\$0.016
Unlisted options:	75,146,000
Debt:	Nil

Top 25 Holders



Directors & Management



## Corporate rebuild Jul'17- Oct'18

- New management re-build commenced July 2017
- Cash costs cut 55% (\$6.1m) – no capability loss
- Sales revamped – staff, culture, strategies
- Channel partners won, revitalised
- Motif Micro acquisition completed Q1 2018
- Key verticals identified and gaining traction:
  - ▶ Cannabis Confirmed - initiative launched, 4 deals signed
  - ▶ Pharmaceuticals/Health - one SE Asian Pharma 40 million codes
  - ▶ Wine & Spirits - Largest Australian wine Company announced
  - ▶ Beauty/Cosmetics - Products being exported right now
  - ▶ Dairy - major need, major client exporting now

# Accelerating After Rebuild

- Sales and revenue acceleration H2 2018 with 12 new client wins
- 3 new Channel partners in China
- Technical breakthrough with Smartphone readability of Motif Micro
- Token listing targeted for Q1 2019
- Costs reduced and Revenues increasing
- Cannabis Confirmed initiative gaining traction



QR codes can easily be copied - this is happening NOW in China

Hackers replacing codes with malevolent codes to gain access to consumer data

Over 23% of Trojans and viruses are transmitted via QR codes

Opens the floodgates  
- unsecured physical entry point to the digital database



Why YPB?

QR codes.  
An insecure  
Chinese love affair

Fake in. Fake out.

The trust gateway  
has been broken  
until now...

## YPB's unique BLOCKCHAIN initiative

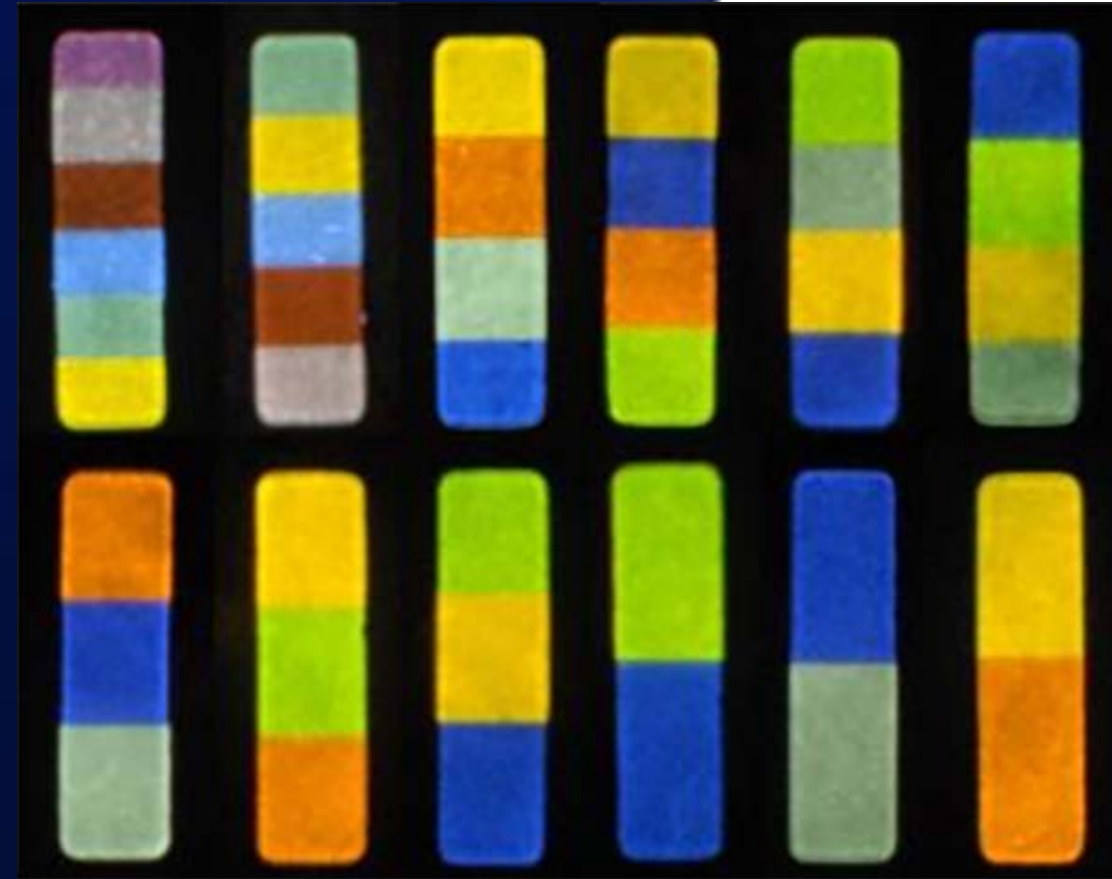
The physical to digital gateway is a major weak point, left open for fake copyable codes to exploit.

Certainty in authentication is only as strong as its weakest link

Current Solution							
	Brand	Product	QR code	Supply-chain	Retail	Consumer	Trusted output
YPB solution							

# Motif Micro

The ultimate  
mark of trust



Serialised microparticle barcode  
technology developed at MIT

Protected by 3 patents

YPB has exclusive global rights to  
patents

Low cost

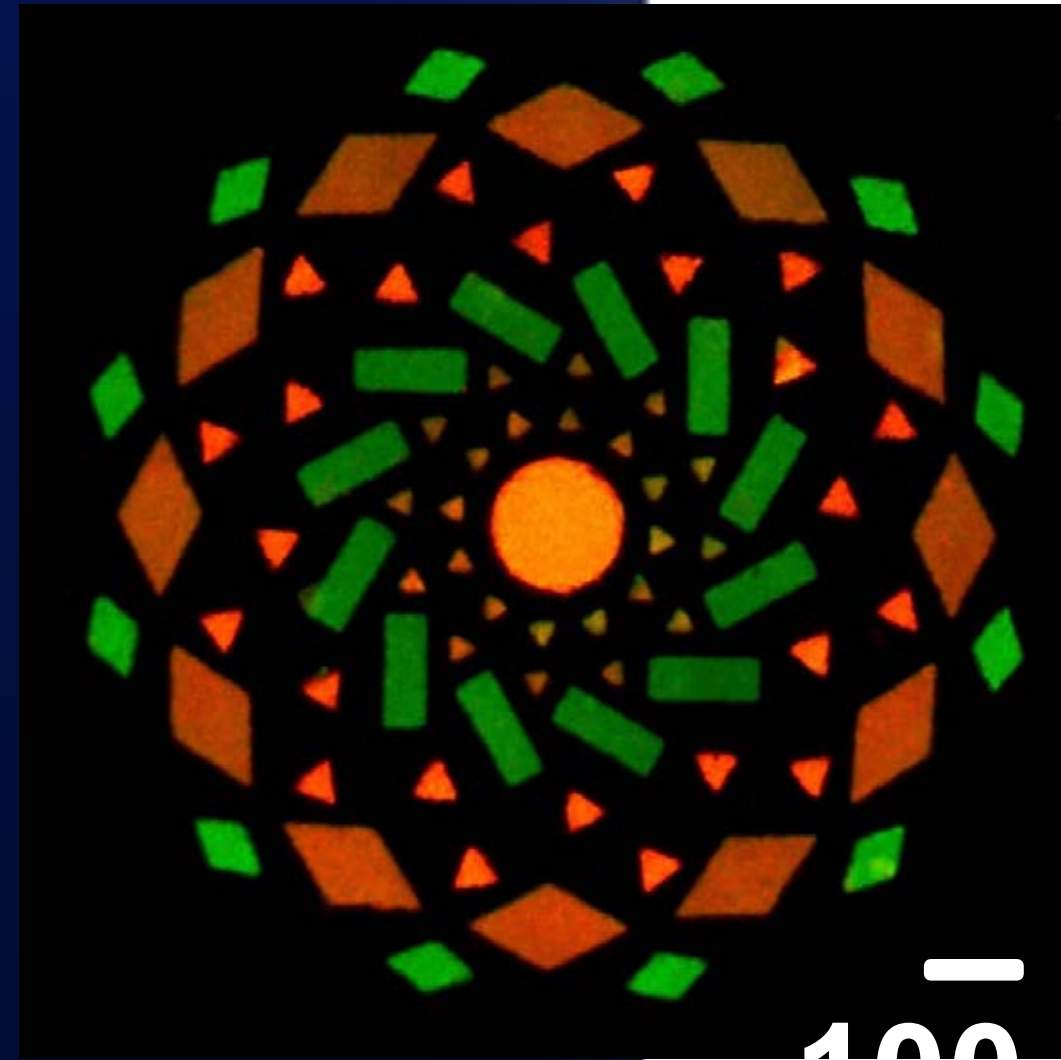
Unclonable

Invisible to the human eye



# Motif Micro

Think of it as  
printable DNA  
readable by  
Smartphone



Microcode 'lights up' in multiple colours with smartphone camera flash

Sequence of colours carries information about the product

Directs smartphone to a digital asset or URL

Every packaged product can be encoded

# YPB Connect

Connecting brands and  
customers blockchain  
ready



50 million codes issued so far on  
current cloud based platform

Proven anti-counterfeit and customer  
engagement platform

Issues ProtectCodes, tracks and  
geolocates each code every time  
they're scanned

Brands can engage with customers  
one-on-one via mobile messaging

Collects & secures digital customer  
data via blockchain starting 2019



# The future! Certainty of authenticity for the mass market



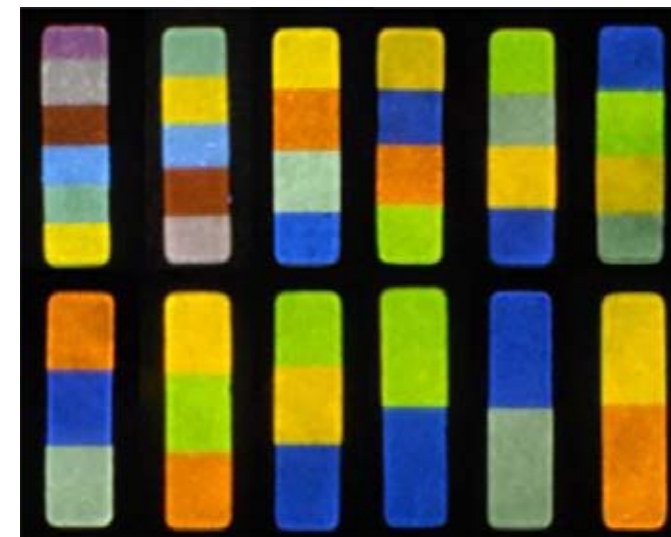
Unfakeable  
physical mark  
(ProtectCode)

+



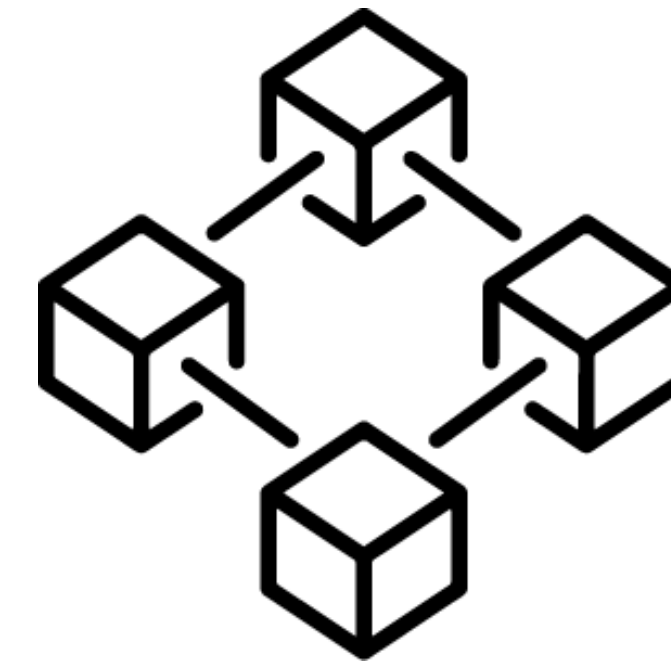
Smartphone  
readability  
(the holy grail)

+



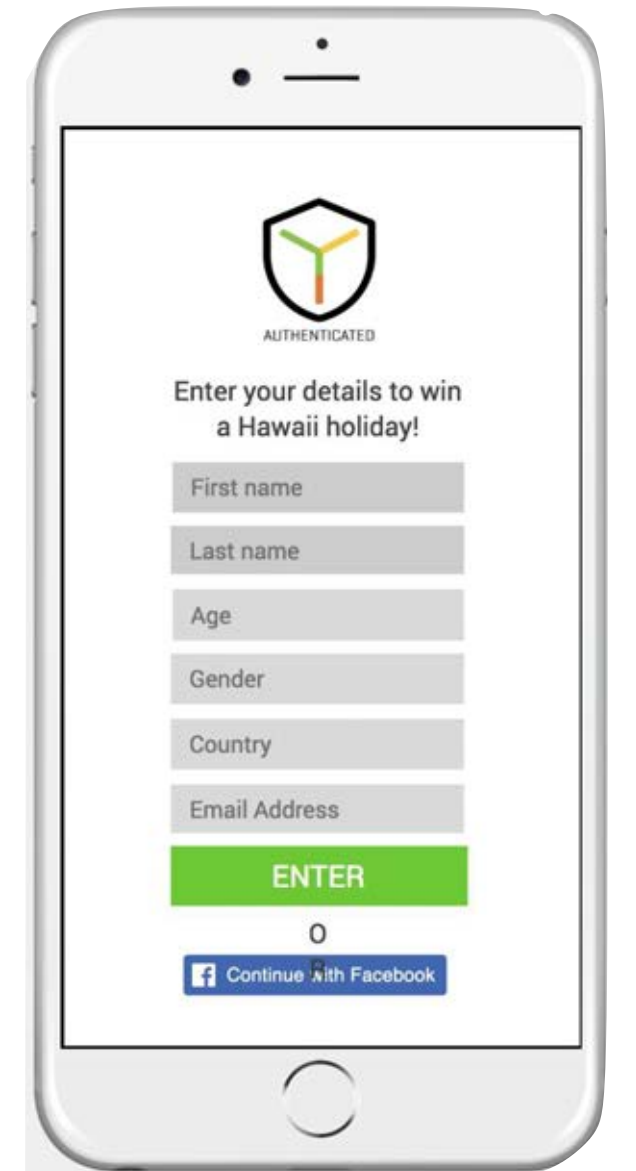
Motif Micro  
Unique serial  
identity

+



Blockchain  
verified  
(Connect)

+



Direct brand to  
consumer  
engagement



# Every consumer's phone becomes a scanner. Authenticity triggers engagement.

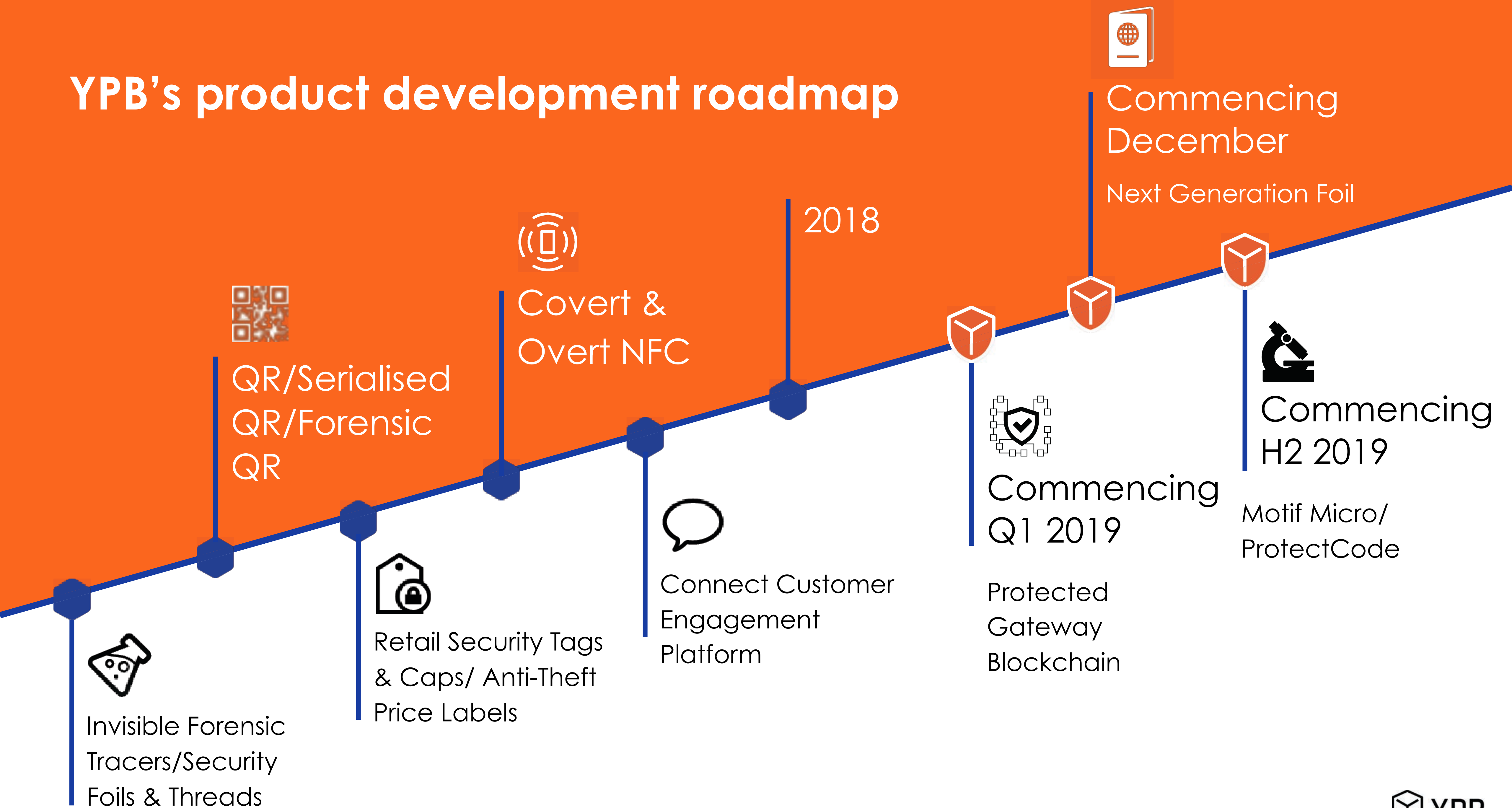




# Global customers and partners



# YPB's product development roadmap



# Token Issue and blockchain application



- Adds value to brands and consumers enabling accelerated adoption of YPB's solution
- Increased financial strength to YPB's balance sheet
- Regulatory matters resolved
- Non-dilutive to shareholders
- Targeting to deliver up to US\$30m over 12-24mths
- Target token listing by Q1 2019



## YPB's key short-term initiatives

- 1) Motif Micro - Patented anti-counterfeit technology now smartphone readable:
  - IOS in beta, Android being developed - commercialisation targeted for H1 2019
- 2) YPB Token float, targeting to raise up to US\$30m
  - Facilitated by ASX:FGF and Blockchain Global, token listing expected Q1 2019
- 3) Cross Border e-commerce initiatives
  - Huge opportunity for YPBs solutions in with the introduction of China's new e-commerce laws coming into effect 1 Jan 2019
- 4) 'Cannabis Confirmed', YPB's JV with Cannabis e-commerce leader Namaste technologies - 4 deals signed under the JV since July 2018



Enormous and compelling  
need for authenticity solutions



Patented, world-leading  
applied technologies



Revolutionary smart-phone  
technical breakthrough for  
mass market adoption



Increasing annuity  
revenues



Funded, lean, focused and  
gaining traction

# Investor highlights

Thank you

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Certainty of authenticity