



ASX ANNOUNCEMENT

ASX: YPB | 16 May 2019

Philip Wade, Marketing and E-Commerce Executive to join YPB board

Product authenticity and consumer engagement solutions provider YPB Group Ltd ("YPB") is pleased to announce that Mr Philip Wade is to join the Board of YPB as a non-executive Director subject to the passing of the relevant resolution at the Annual General Meeting expected to be held in June 2019.

Mr Wade is Jetstar Airways Chief Marketing Officer. He has previously held executive roles in retailing and consumer goods for Target (Wesfarmers) in Australia and TJX and Unilever in Europe.

Mr. Wade's professional experience, digital marketing knowledge and understanding of rapid global growth models are anticipated to be a valuable addition to the board and the Company.

Commenting on his pending appointment Mr Wade said,
"I am very impressed with YPB's product and IP suite and I believe the Company has great potential to become a significant global business. I look forward to working with the board and management to bring out this potential and build a strong and sustainable growth path."

YPB Executive Chairman John Houston said,
"We are very pleased and excited to have someone of Phil's calibre joining the board. His knowledge and experience are a tremendous fit for our business objectives and we very much look forward to working with Phil to accelerate the growth of the Company."

Further details of the Mr Wade's appointment will be set out in the explanatory notes to the Notice of Meeting for the Company's Annual General Meeting that is expected to be released to the market this week.

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For further information please contact investor@ypbsystems.com

About YPB

YPB Group Ltd (ASX:YPB) brings packaging to life through its proprietary technology suite that provides certainty of authenticity and connects brands directly to consumers enabling new levels of market intelligence and ROI data capture. In an evolving marketplace and with the rapid growth of cross border commerce, our expertise presently focuses on the rapidly growing consumer markets of Australia, South East Asia and China.