

ASX/MEDIA ANNOUNCEMENT  
21<sup>st</sup> May 2015

## YPB Group creates South East Asian hub for anti-counterfeit business

### Strengthens senior management team

#### Highlights

- YPB establishes a South East Asian hub for its anti-counterfeit operations in Bangkok, Thailand.
- The region is one of the main global areas of counterfeit activity and the hub will be the centre point for the Company's expanding focus within the region.
- It will also ensure YPB has a strong foot print in the key Asian markets; China, Thailand and Indonesia.
- YPB also appoints founder of recently acquired IPP Group Mr Tim Merchant as Chief Technology Officer, and
- Appoints YPB Non-executive Director Mr Robert Whitton as Chief Financial Officer.

The Board of anti-counterfeiting technology Company YPB Group Limited (ASX: YPB) (YPB, the Company) is pleased to announce the establishment of an ASEAN hub for its anti-counterfeit operations based in Bangkok, Thailand.

The South East Asian hub will be the centre point for the Company's expanding focus within the region, which is one of the main global areas of counterfeit activity impacting on governments, brands and consumers alike.

The hub will be built around YPB's recently acquired security consultancy business, Intellectual Product Protection Group (IPP Group) based in Bangkok and its capable and experienced team, which is already well established with Brands and anti-counterfeit activity globally.

The ASEAN hub will complement the Company's existing operations in China, where it has a significant presence and a number of substantial contracts in place in for its tracer-scanner anti-counterfeit technology. YPB now has a very strong foot print in the key ASEAN markets; with China, Thailand and Indonesia now active.

YPB is also pleased to advise of the following new, key appointments to its executive management team.

#### Tim Merchant appointed Chief Technology Officer

Following the acquisition of IPP Group, IPP Group's founder and President Mr Tim Merchant has been appointed YPB's Chief Technology Officer (CTO). His appointment will play an integral role in helping YPB strategically expand its anti-counterfeit technology footprint in South East Asia and beyond.

Tim has 35 years in the security industry and has dealt extensively with Governments and Brands. His activities have resulted in IPP technology being used in over 100 million "e-passports" globally.

YPB welcomes Mr Merchant to the Company YPB and looks forward to working with him and his team moving forward.

### **Robert Whitton appointed Chief Financial Officer**

The Company is also pleased to announce that Non-executive Director Mr Robert Whitton has been appointed Chief Financial Officer.

Robert is a Chartered Accountant and Certified Fraud Examiner with more than 30 years experience in corporate re-organisation, financial analysis, strategic planning, people management, and risk management.

He has been a Non-executive Director and Chairman of ASX listed companies, with involvement in audit risk and corporate governance. He is also concurrently Head of Business Recovery at William Buck, Chartered Accountants & Advisors.

Mr Whitton holds a Bachelor of Business, Graduate Certificate Forensic Studies (Accounting) and a Certificate in Governance Practice and is a Fellow of the Institute of Chartered Accountants in Australia and New Zealand, the Australian Institute of Management and the Australian Institute of Company Directors. He is also a member of the Australian Restructuring Insolvency & Turnaround Association, the Association of Fraud Examiners and Certificated Member of the Governance Institute of Australia.

YPB Executive Chairman and CEO Mr John Houston said:

*“We are delighted to announce the establishment of an ASEAN hub for the business in Bangkok. This is a key pillar of our strategic growth plan to become a global leader in the provision of anti-counterfeit solutions and technology. The key appointments to our executive leadership team augment this strategy and we look forward to benefiting from the relevant experience and expertise of Messrs Merchant and Whitton as we continue to execute our growth plans.”*

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## **About YPB Group**

YPB Group (ASX:YPB) is a leading worldwide solutions provider in brand protection, product authentication and anti-counterfeit technology listed on ASX in Australia and operating in China, USA, Australia and South East Asia. The company has developed innovative technologies that PROTECT and DETECT. YPB's Patented Tracer and scanner solutions PROTECT products from the risks of counterfeit and diversion. Brand Reporter powered by YPB allows Brands, Governments and consumers to DETECT the incidence of counterfeit.

YPB's solutions are customizable to the market needs and we are continuing to create innovative new products for brands, manufacturers, retailers, governments and consumers.

### **PROTECT**

YPB has developed patented invisible Tracer material that can be embedded into products and packaging during or after the manufacture process. The Tracers are inexpensive and cannot be seen, removed or destroyed.

Using YPB's handheld scanner the Tracer can then be detected in products to determine if they are real or fake.

YPB currently has contracts in place with major packaging and product manufacturers in China and is growing in the USA, Australia and Thailand.

### **DETECT**

Brand Reporter is YPB's technology platform designed for Governments, Brands and consumers to identify, manage, track and report counterfeit or divergent products within supply chains or at point of sale. The customised solutions are simple and easily deployed applications available on all popular smartphones.

Brand Reporter also utilizes crowd sourcing information and allows consumers to interact with products in the market using QR codes, track and trace, product scanning and consumer engagement features which can be customised to specific needs.

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