

ASX/MEDIA ANNOUNCEMENT
16th June 2015

YPB Group releases latest Investor Presentation

The Board of anti-counterfeiting technology Company YPB Group Limited (ASX: YPB) (YPB, the Company) is pleased to release its latest Investor Presentation, which will be delivered by YPB Chairman and CEO John Houston as part of an investor roadshow to a number of broking groups this week.

The presentation is attached.

YPB is also pleased to provide details of a significant item of national press coverage featuring the Company on ABC Radio National Breakfast, on Monday 15 June. The program featured a story on food counterfeiters targeting Australian brands, and included commentary from YPB Chairman and CEO John Houston on the growing issue of food counterfeit in China and Asia, more broadly.

The interview is available at: <http://www.abc.net.au/radionational/programs/breakfast/food-counterfeiters-target-australian-brands/6545598>

The story highlighted the significance of the issue of food counterfeit and YPB's solutions to overcome the problem.

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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.

Beijing

Los Angeles

Sydney

Bangkok



realProtection™
For Quality Brands

June 2015

John Houston
CEO & Chairman

Disclaimer


This Presentation is provided by YPB Group Ltd (YPB, the Company).

You may not rely upon anything in this presentation and/or any information obtained from the Company, its Directors or their associates in deciding whether or not to seek to participate in the shares of the Company. This is not an offer to subscribe for securities in the Company.

The Presentation may contain quantitative statements of anticipated future performance such as projections, forecasts, calculations, forward-looking statements or estimates all of which are based on certain assumptions (Forward Looking Statements). The Forward Looking Statements involve subjective judgments and are based on a large number of assumptions and are subject to significant uncertainties and contingencies, many of which are outside the control of YPB Group Ltd and may not prove to be correct.

No representation or warranty is made that any Forward Looking Statements will be achieved, or occur, or that the assumptions upon which they are based are reasonable or the financial calculations from which they have been derived are correct.

Actual future events may vary significantly from the Forward Looking Statements. Each Recipient should undertake its own independent review of the Forward Looking Statements, including the assumptions on which they are based and the financial calculations from which they are derived.



YPB Snapshot

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 operations 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 and collect actionable data on a flexible platform that can be adopted for any Brand.

YPB's solutions are customizable to customers' needs and we are continuing to create innovative new products for brands, manufacturers, retailers, governments and consumers with attractive pricing solutions.

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, copied, 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 South East Asia.



DETECT

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Counterfeit is now a major news item

YPB has identified the market trend that is now seeing major attention from finance and commercial world

E-COMMERCE

Alibaba incoming CEO Zhang will focus on mobile

Tom DiChristopher
Thursday, 7 May 2015 | 11:50 AM ET


 Money

Stockswatch

Etsy stock tanks 8% on fears of counterfeit goods



Technology

Gucci sues Alibaba over 'counterfeit goods'

18 May 2015 | Technology

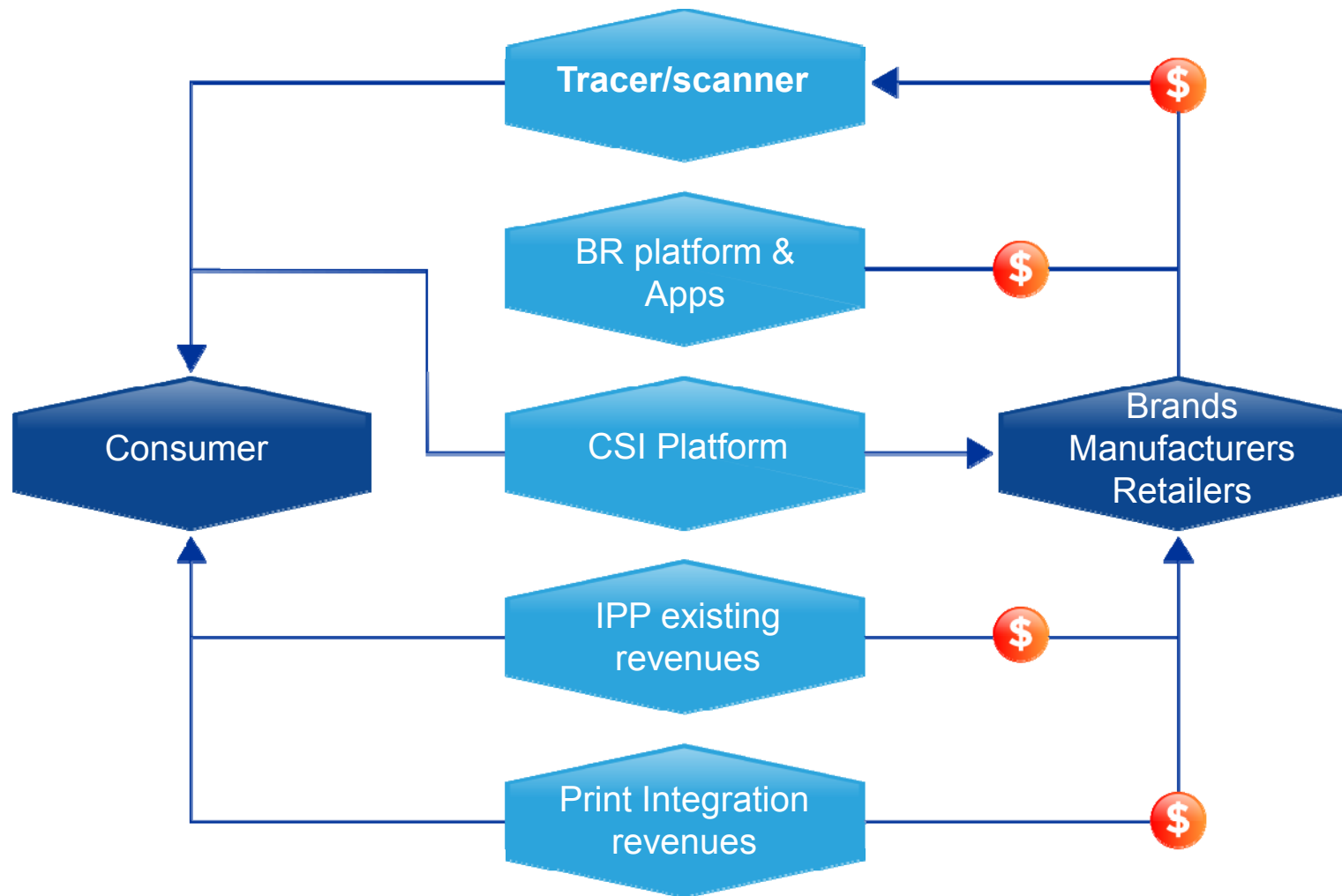
**YPB high
Volume
tracer/scann
er**
Now selling in
China

IPP
Integration of IPP
existing consulting
business into
BR/tracer/scanner/prin
t
Pan Asia

**Print
Integration**
YPB is moving up
into existing
revenues of print
& labels

**Brand
Reporter**
Now selling from
June 2015
Monthly Recurring
revenues

YPB's revenue platform significantly developed



Revenue Flowing

China: Revenue from huge volume tracer/scanner deals + Brand Reporter
USA/Pan Asia: Revenue from Print integration + tracer + Brand Reporter





Print Integration Model

realProtection™



Capitalising on the whole process...

With print integration YPB plans to own the whole process for a manufacturer

Selling now in USA through CFC
Rolling out the model in China & Asia

Sales Cycle becomes quicker and with significantly higher revenues

We supply existing requirements with increased 'value add' and security with our embedded YPB tracer

Then we also supply BR mobile solution to Brands





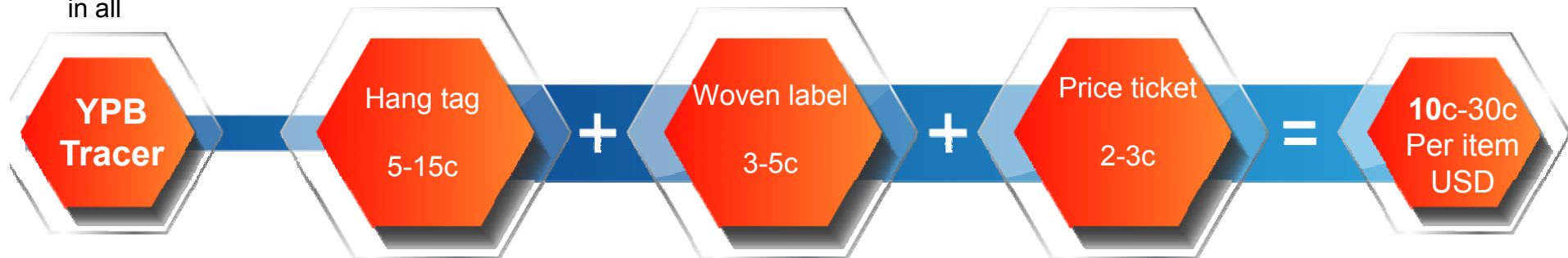
Print Integration Model

realProtection™

CFC – 40 years in USA
print industry currently
supplies millions of
printed items for major
Brands



YPB tracer
embedded
in all



High margin elements
Brand Reporter upsell

Target customers with minimum 250,000 piece runs

Our printing model allows for mass volume and owning the whole production

Existing Contracts (YPB China)

Massive volumes of tracer in China. A\$26m over next 4 years from Hicap and Shensaier PLUS huge pipeline WIP

Brand Reporter (Acquired October 2014)

Revenue ready with live proposals to manufacturers and brands around USA, China & Asia

Brand Reporter enhances all elements of the business by adding further solution in 'upsell' strategy

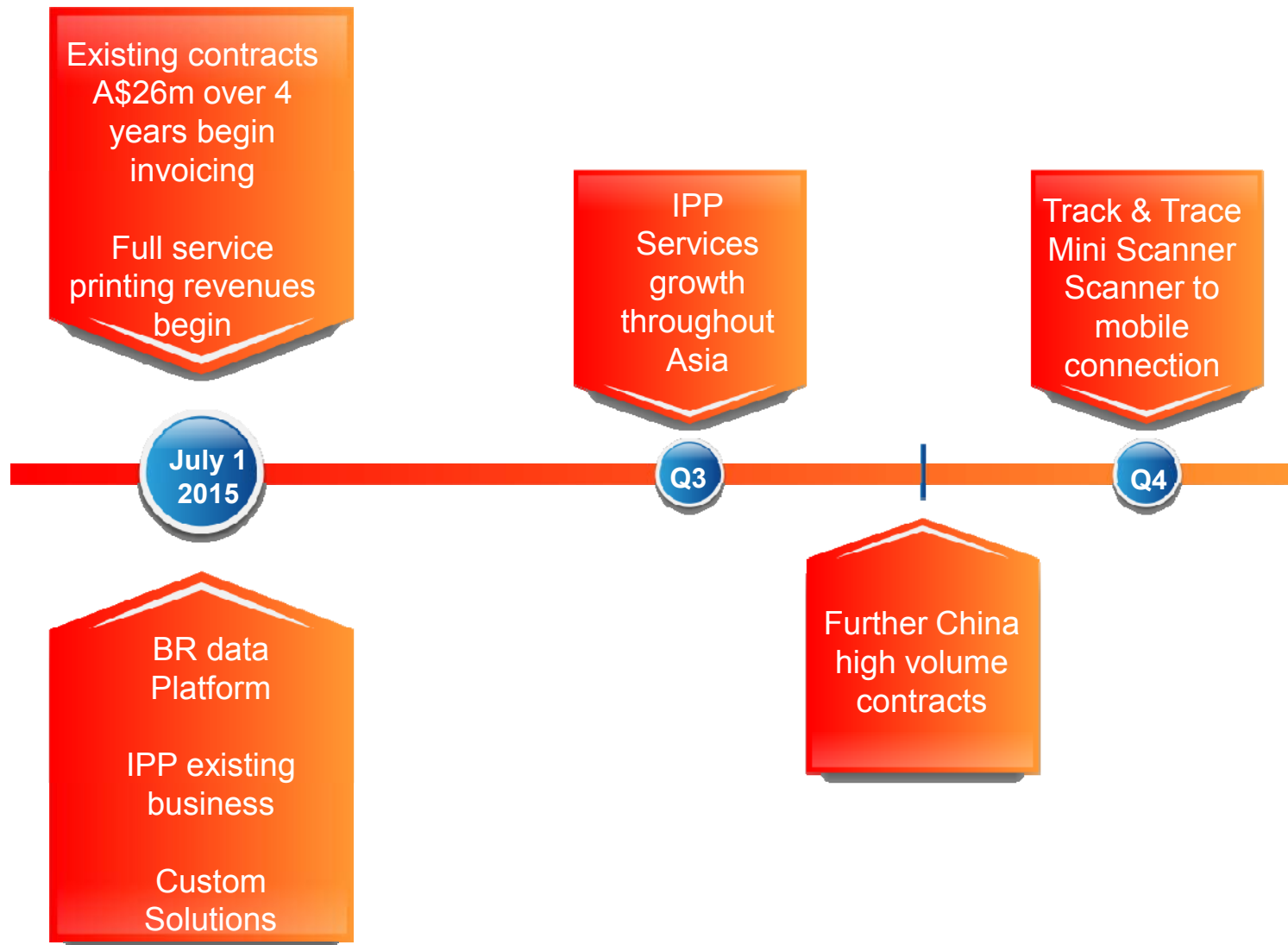
Print Management (CFC)

Revenues from Q3 expected to grow from US\$600k to over US\$10million over 5 years in USA alone, then to be replicated in Asian markets

IPP (Acquired May 2015)

Currently \$500k p.a with 250% growth target in 12 months, but significant Brand reach PLUS Government contracts for IPP products

Revenue Timeline





Mini branded low cost scanners coming!

Real Protection

YPB T3 Mini Scanner
will open up new
revenue opportunities
through customisation
and volumes sales



Lower entry price & customisation for brands
due for release Q3 2015
Attaching Scanner to Mobile - coming





USA up and running

Small Protection



C CONTINUOUS FORMS
F C CONTROL, INC.



In USA, YPB has now completed setup and is now generating revenues

Testing complete of tracer with printing

Selling to CFC existing business

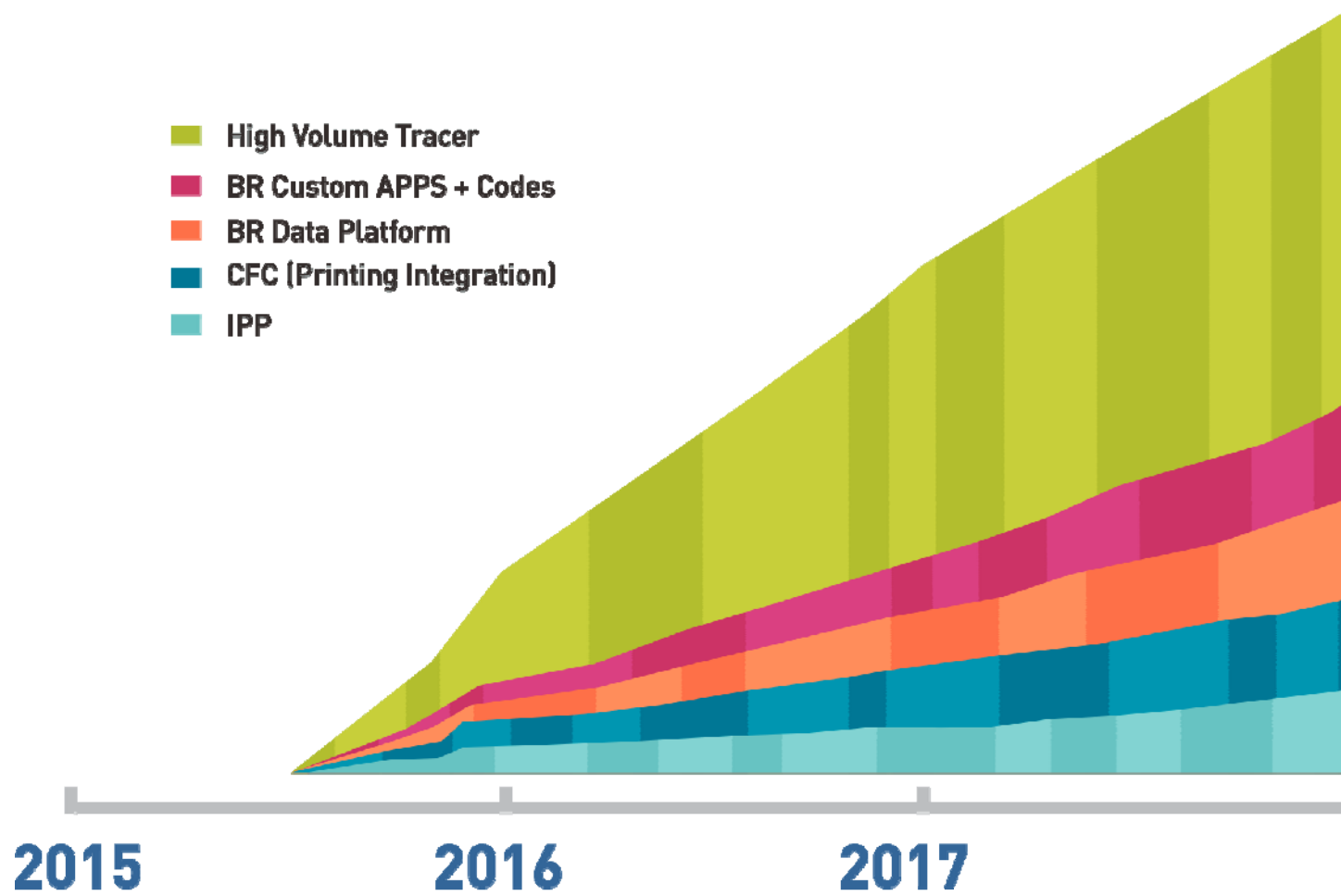
Sales team building & creating YPB Complete Print branding

Print integration revenues

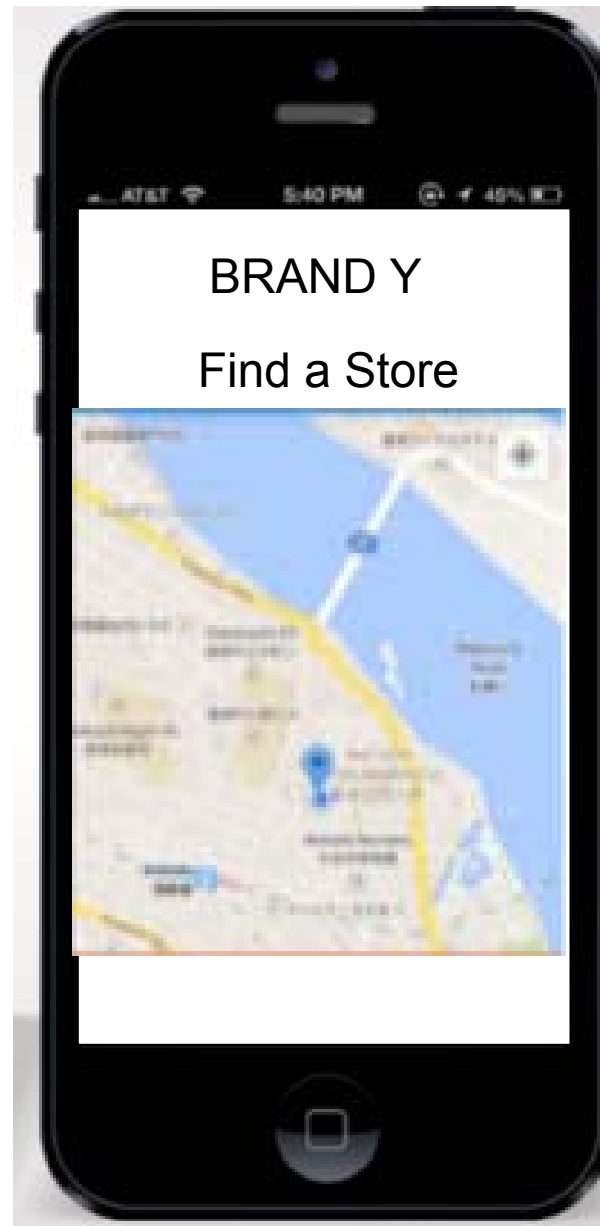
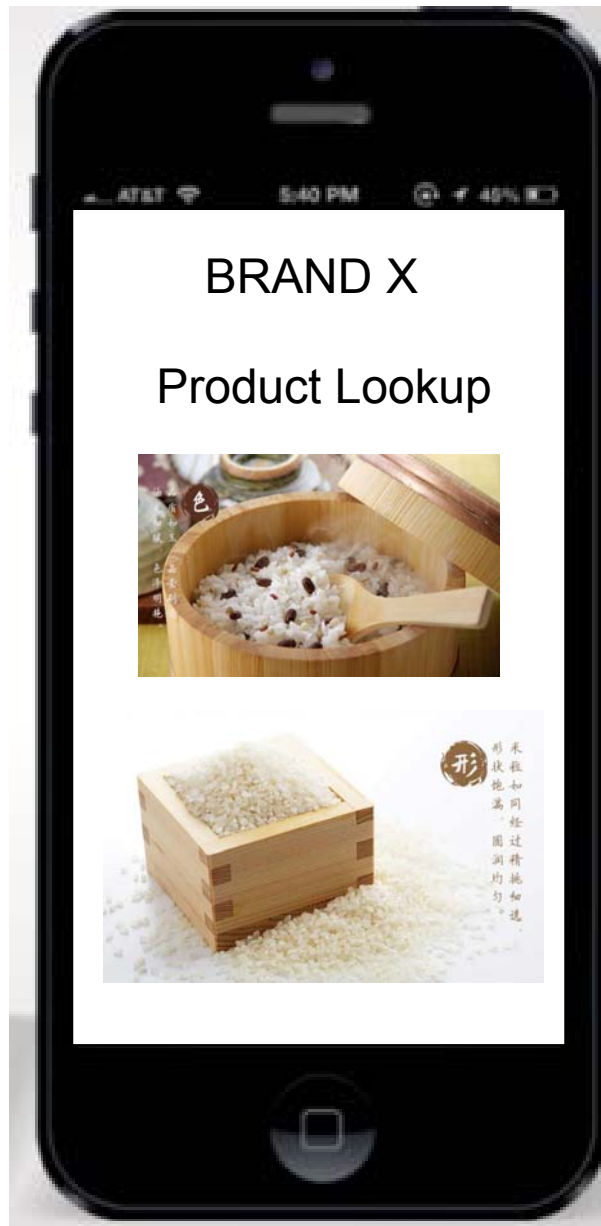
Strong sales pipeline

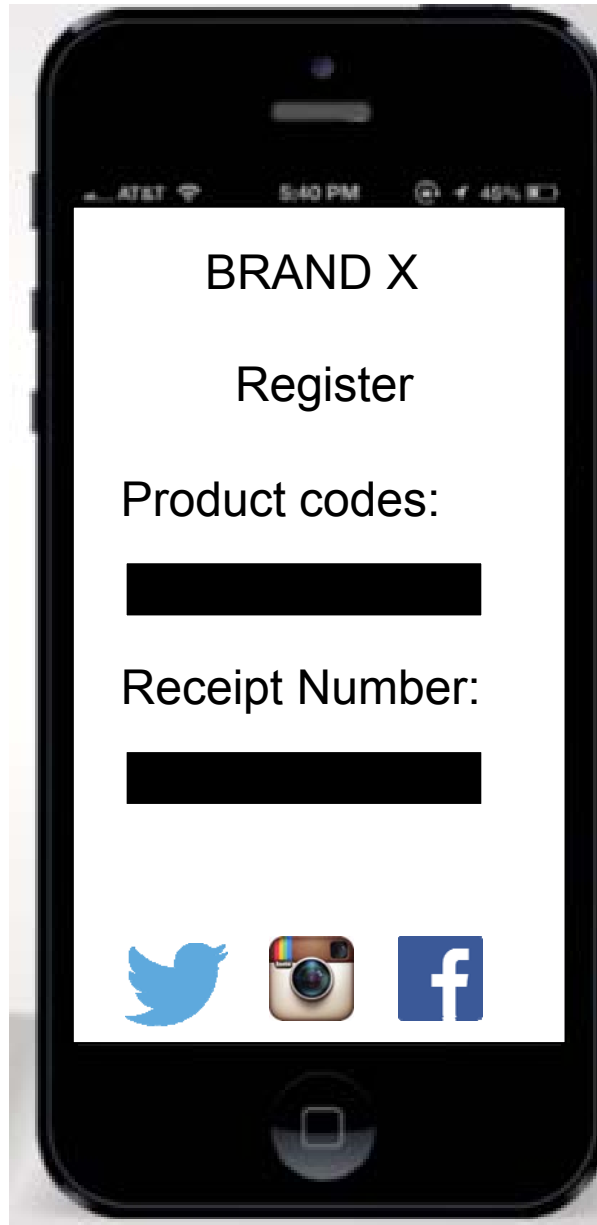
Revenue Launchpad Set

- High Volume Tracer
- BR Custom APPS + Codes
- BR Data Platform
- CFC (Printing Integration)
- IPP



Revenue indicative only – not a forecast

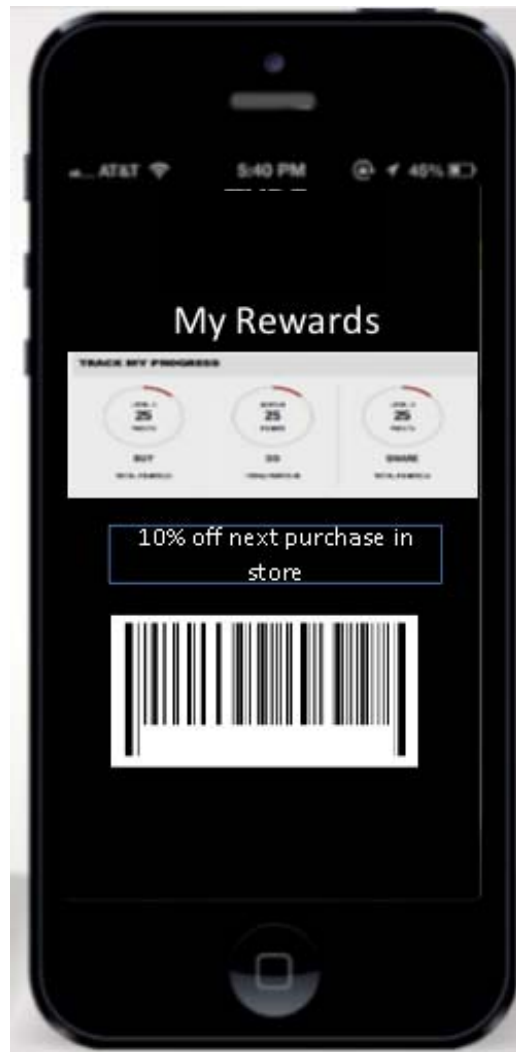




Asian team have identified opportunities to improve brand protection for local manufacturers

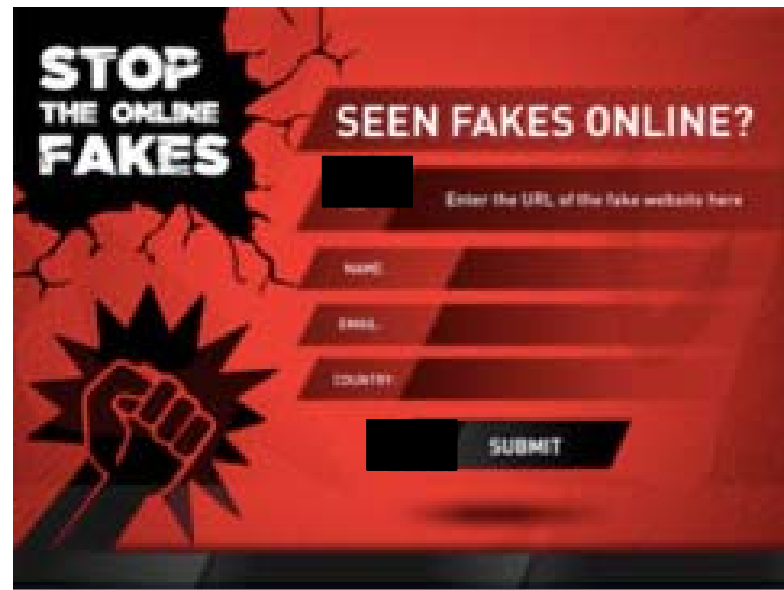
Brand Reporter is being sold to integrate with existing ineffective anti counterfeit solutions

BR selling in USA



USA sales team is working with brands to customise Brand Reporter solutions

Applications being sold focus on consumer interaction and embed brand protection elements into the experience



Corporate Overview

Capital Structure

ASX code	YPB
Shares on issue	~124.73m
Options on issue Exercisable at 20c before 31 Oct 2017	~40.07m
Market capitalisation	~A\$33.68m
12 month price range	44c-14.69c
Cash (@ 31 March 2015)	~\$4.3m

Shareholders

Board and Management	~69%
Top 20 Shareholders	~76%
Major Shareholders	
The Bimm Corporation Pty Ltd	~48.35%
High Altitude Investments Ltd	~4.4%
Perle Ventures Pty Ltd	~4.0%

Board

Mr John Houston, Executive Chairman & CEO
Dr Geoffrey Raby, Non-executive Director
Mr George Su, Non-executive Director
Mr Ronald Langley, Non-executive Director
Mr Robert Whitton, Non-executive Director & CFO

Senior Management

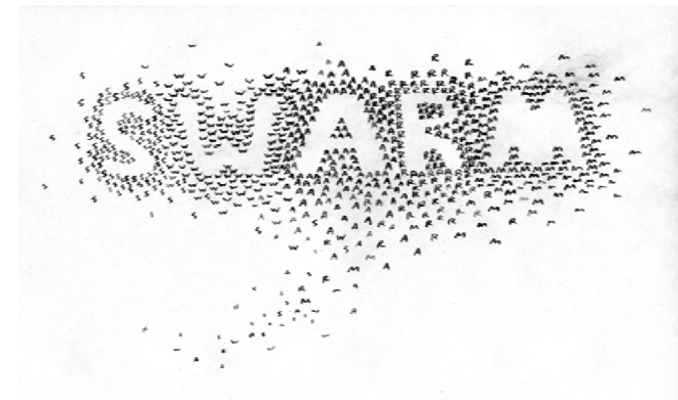
Mr Timothy Merchant, Chief Technology Officer
Mr Randall Griffis, Chief Marketing Officer

YPB's factor X - Consumer app strategy

Coming Soon!



disrupt





Thank you for your time

Contact us today
info@ypbsystems.com

