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ASX: YPB

ASX/MEDIA ANNOUNCEMENT
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Leading Chinese industrial association selects YPB brand protection solution

- **YPB to provide suite of solutions to leading industry association for three years**
- **Expected revenue of more than \$1.5m for life of the contract**
- **Potential for YPB across more than 100 similar associations in China**

Anti-counterfeiting technology company YPB Group Limited (ASX: YPB) has been selected by a leading Chinese industrial association as its brand protection solution provider for the next three years.

YPB will provide its comprehensive suite of solutions to PROTECT products, DETECT counterfeits and CONNECT Chinese consumers with the brand owners under the national association. It is anticipated that revenue over the life of the contract will exceed \$1.5m.

China has more than 100 similar industry associations across all sectors providing YPB an outstanding opportunity to market its integrated approach to brand protection and authentication.

The newly signed association has more than 300 corporate members as part of an industry that manufactures more than 330 million products annually with the value of its exported products at more than US\$4.1b. This accounts for in excess of 70% of the global production of such products.

The association is managed by the state-owned Assets Supervision and Administration Commission of the State Council (SASAC). The contract will commence roll out before the end of 2015 and adopting such technology is a first for the association.

The association will PROTECT using YPB's invisible tracer to manage their label authenticity program while also utilising YPB's Brand Reporter platform to CONNECT with consumers via coded YPB supplied labels. The arrangement is a significant demonstration of YPB's integrated approach to product authentication using the tracer (PROTECT), scanner (DETECT) and Brand Reporter smartphone platform (app based CONNECT).

YPB CEO and Executive Chairman John Houston commented: "This is an excellent new opportunity for YPB to gain increased exposure to brands and corporates via these wide reaching industry associations. There is great potential for YPB to reach a number of these associations and build a solid revenue stream from them as a result."

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About YPB

YPB Group (ASX: YPB) is a pioneer in advanced anti-counterfeit and product authentication solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB's patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB's full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

PROTECT

Anti-counterfeit print packaging and labeling

YPB offers a wide range of security packaging and labeling solutions that can be included into almost any material and is a cost effective anti-counterfeit solution for companies wanting to protect the integrity of their brands in high-risk markets. YPB's patent protected tracer technology is state-of-the art and cannot be copied or destroyed.

IP solutions & forensic services

YPB's anti-counterfeit specialists will work with quality brands and Governments, to develop personalised anti-counterfeit strategies and solutions that will deliver real protection and safety for brands and their products.

DETECT

Scanner and tracer protection solutions

Brand owners that 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 service laboratory will consult with a brand owner to develop strategies to fight counterfeiting and product diversion.

CONNECT

Smartphone applications to detect and connect

YPB has developed a simple to use smartphone application called Brand Reporter that allows consumers to identify and report suspected counterfeit or divergent products and allows brands to connect and engage with consumers via QR codes, near field communication, track and trace, product scanning and consumer engagement. Giving brand owners valuable and actionable data about their consumers and products.

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