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ASX/MEDIA ANNOUNCEMENT  
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## **YPB wins two awards at Security Document Summit**

- **YPB recognised at Security Document Summit (SDS) in Beijing**
- **YPB wins “Excellent Application Award” for second year running**
- **Also wins the prestigious “Innovation Award”**
- **YPB is the only company to win two awards in 2015**
- **100 Companies exhibited at the SDS this year and 4,000 attended the exhibition**

Anti-counterfeiting technology company YPB Group Limited (ASX: YPB) has received two awards at the 10<sup>th</sup> Annual Security Document Summit (SDS) held in Beijing this week.

YPB received the award for “Excellent Application” for the second year running and added the 2015 “Innovation Award” as part of the ‘Blue Shield Awards’ program announced in Beijing this past week. Annually SDS assesses and grants five Industry Awards and YPB is the only company to win two of the prestigious awards this year.

The grant of the Excellent Application Award for the second year acknowledges the outstanding product development made by YPB in the past year, particularly in the “Connect” area of YPB technical development. It also validates the relevance and strength of YPB’s tracer and scanner solutions, which have this year been adopted by prestigious banks, industry and government agencies in China.

The annual SDS event is organised by China International Association for Promotion of Science and Technology (CIAPST), Security Identification Union (SID) and The First Research Institute of Ministry of Public Security (FRI of MPS). SDS is Asia's largest and most authoritative professional technical information organisation and the largest resource aggregation platform. It has previously launched successful programmes including Chinese electronic passports, motor vehicle driver's licenses, social security cards, a variety of tax bills and bank cards.

The 2015 “Blue Shield Award” program included five awards:

- Innovation Award
- Excellent Application Award
- Domestic and Foreign Market Development Award
- Person of the Year Award
- Lifetime Achievement in the Field of Anti-counterfeiting Award

The Blue Shield Award program strictly follows the principles of openness, fairness and justice. The committee conducted several months of evaluation processes, every applicant needs at least two nominators to recommend them and the awards go through three levels of review.

The SDS committee closely tracks developing technologies and through investigation and research a panel led by the organisation's Director determines the winners in all categories.

YPB CEO and Executive Chairman John Houston commented: "It is our honour to have been recognised by the granting of these awards. The awards demonstrate that YPB's solution is a world leading innovation and highly relevant to the issues faced today because of counterfeit. YPB will continue to innovate and support the Chinese government and brands in the fight against counterfeit both locally and globally."

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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.

**Beijing**

**Los Angeles**

**Sydney**

**Bangkok**