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ASX: YPB

ASX/MEDIA ANNOUNCEMENT
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Global print & packaging partnership

- **YPB signs Memorandum of Co-operation with global Company in supply chain management, print and packaging solutions**
- **Elanders has supply chain management, print and packaging operations in 15 countries worldwide**
- **Immediate global brand access for all elements of YPB technology**
- **Huge endorsement for YPB's Brand Protection solution**

Brand Protection technology company YPB Group Limited (ASX: YPB) has signed a Memorandum of Co-Operation ("MOC") with Elanders Beijing Printing Co. Ltd ("Elanders"), the Chinese subsidiary of the Stockholm, Sweden, listed global supply chain, print & packaging and e-commerce company Elanders AB (publ), (SSE: ELAN).

The MOC, which is for a period of three (3) years, will see Elanders offering exclusively YPB Brand Protection and product authentication solutions to its customers across Pan Asia and YPB working exclusively with Elanders for printed packaging, brand protection and product authentication solutions across the region.

Elanders as a group offers global solutions through its three business areas: Supply Chain Solutions, Print & Packaging Solutions and e-Commerce Solutions. The company has its head office in Sweden, and is listed on the Nasdaq OMX Stockholm Stock Exchange. It has operations in more than 15 countries on four continents, the most important being China, Germany, Singapore, Sweden, United Kingdom and the USA with its largest customers being in the automotive, consumer electronics and white goods industries. Elanders' global turnover in 2014 was approximately AU\$620M and the group has a workforce of 3,100.

Elanders has high profile customers in consumer electronics and communications, motor vehicles, heavy equipment and FMCG who are possible users of YPB's PROTECT, DETECT & CONNECT Brand Protection and consumer engagement solutions. YPB will use the MOC as a springboard into all other regions where the Elanders Group has operations and customers. Additionally the MOC will give YPB access to a market leading printing and packaging company for its own customers of brand protection print, packaging and labeling

Kevin Rogers, Head of Print & Packaging Asia at Elanders said "This is a very exciting development for Elanders. It is a development, which will bring innovation to our services and will deliver real value to our clients. The YPB technology can integrate beautifully into our printed packaging and supply chain services. The benefits to our clients will be cutting edge brand protection, detection of counterfeit products and detection of parallel trading in their supply chain network."

YPB CEO John Houston said: “we are very excited and proud to be associated with Elanders, a Company that holds shared values with YPB in terms of excellence and customer focus. This Co-operation will drive significant customer access for YPB but at the same time offer Elanders’ customers (some of the world’s most prestigious brands) YPB’s protect, detect and connect solutions”

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About YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection 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 brand protection 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

Brand protection 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 brand protection 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 brand protection specialists will work with quality brands and Governments, to develop personalised brand protection 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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