



YPB Group Ltd.
ABN 68 108 649 421
ASX code: YPB

GLOBAL LEADER IN ANTI COUNTERFEIT TECHNOLOGY
Level 29, 66 Goulburn Street, Sydney NSW 2000
T: +612 8263 4000 F: +612 8263 4111
www.ypbsystems.com www.brandreporter.com

ASX: YPB

ASX/MEDIA ANNOUNCEMENT

3 March 2016

Mr Jens Michel promoted to CEO

The Board of YPB Group Limited (ASX:YPB) is pleased to announce the appointment by promotion of Mr Jens Michel as Chief Executive Officer (CEO) of the company. YPB's founder Mr John Houston will remain fully committed to the company as Executive Chairman, actively involved in the strategic growth of YPB, building the company's investor base, and working alongside Mr Michel in the CEO role.

Mr Michel was appointed as Global Chief Operating Officer (COO) in September 2015 and has demonstrated his abilities to all stakeholders, overseeing a time of rapid geographical and business growth, establishing YPB for a bright and strong future.

Mr Michel has extensive experience across Asia, Australia, NZ and Europe. Prior to joining YPB he served as Pan-ASEAN Regional Vice President for a US\$1.7 billion revenue multinational medical technology company and Country Head for a CHF5 billion revenue market expansion services business.

YPB Executive Chairman John Houston said: "I am pleased to be able to hand the CEO role to Jens at this time, he has proven his energy and leadership since joining YPB and I look forward to supporting him as we continue to build the company into the global leader in brand protection and anti-counterfeit. Appointing an executive with the quality of Jens to take the day-to-day operational CEO role will allow me to re-double my efforts in driving YPB's strategy and building our investor relationships."

Mr Michel has been involved in a broad range of senior management roles including sales, marketing and general management with experience spanning the healthcare and consumer industry, market expansion and distribution.

Mr Michel began his career as a Special Forces detective and completed a Bachelor of Law and Administration degree in Germany. He has since embarked on a career of repeated success in building businesses in emerging and developed markets, starting in Australia and for the past eight years in Asia.

For further information please contact;

Mr. John Houston
Executive Chairman
YPB Group Limited
T: +61 458 701 088
E: john.houston@ypbsystems.com
W: www.ypbsystems.com

Mr. Robert Whitton
CFO and Company Secretary
YPB Group Limited
T: +61 457 666 309
E: rob.whitton@ypbsystems.com

Media and Investor Enquiries

Matthew Wright
NWR Communications
+61 451 896 420
matt@nwrcommunications.com.au

About YPB

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

Security print packaging and labeling

YPB offers a wide range of intelligent 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 and value of their brands in high-risk markets.

IP solutions & forensic services

YPB's IP solution 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, products and consumers.

DETECT

Scanner and tracer protection solutions

YPB's patent protected state-of-the art tracer technology is invisible, cannot be copied or destroyed. 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 services will consult with a brand owner to develop strategic solutions to protect the brand counterfeiting and product diversion.

CONNECT

Smartphone applications to detect and connect

YPB's sophisticated, user friendly and powerful smartphone applications allow brand owners and 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 "big data" about their consumers and products through a powerful data analytics capability.

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