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ASX: YPB

ASX/MEDIA ANNOUNCEMENT

7<sup>th</sup> March 2016

## Another Government contract in China for YPB technology

### Key points:

- YPB's anti-counterfeit technology has been selected to protect security passes for the People's Procuratorate of Beijing Municipality
- YPB technology now is able to be used in the standard laminate of any Credit/ID or access card to provide invisible protection

Anti-counterfeiting technology company YPB Group Limited (ASX: YPB) is pleased to announce that its anti-counterfeit technology solutions have again been chosen to be applied to Government security passes, in this instance those used by officers of the Peoples Procuratorate of Beijing Municipality, within the actual laminate of the card. YPB technology has been chosen by Beijing Sandun Card Technology Co. Limited who is the prime contractor for this project.

The details of the anti-counterfeit measures supplied by YPB remain strictly confidential, however Beijing Sandun Card Technology Co. Limited is an enterprise under the First Research Institute of the Ministry of Public Security, supplying card equipment, R & D, manufacturing and security card production to Government applications. Sandun's main products are:

- Resident Migration Card
- Chinese Armed Police Force Cards and documents
- Army Cards and documents
- Working badges
- Vehicle licenses
- Smart cards and the like

YPB's Executive Chairman Mr John Houston commented, "we are pleased to again to have been chosen to provide our anti-counterfeit solutions for a high level government security project in Beijing. It is a privilege for YPB to work with Sandun Card and together we will co-operate to provide further anti-counterfeit solutions for its range of government security applications."

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## **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.

**Beijing**

**Los Angeles**

**Sydney**

**Melbourne**

**Bangkok**