



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
11 March 2016

MAJOR US FOOTWEAR BRAND ADOPTS YPB AUTHENTICATION SOLUTION

- **YPB anti-counterfeit technology to protect a major US brand of casual footwear**
- **Customer is a world leader in innovative casual footwear for men, women and children**
- **YPB providing its invisible tracer and scanner solution to the brand's Chinese manufacturer**

Anti-counterfeiting technology company YPB Group Limited (ASX: YPB) has entered into a three year contract to provide its invisible supply chain authentication solution to a major US casual footwear brand, incorporating the tracer technology into more than 70% of its entire production.

The brand is a world leader in innovative casual footwear for men, women and children. Having sold in excess of 300 million pairs since 2002 in more than 90 countries it now manufactures 4 million pairs monthly in China.

The brand chose YPB's solution to protect its brand and customers against possible counterfeit as it sought an innovative covert solution that provided high security protection at a competitive cost.

The first order has been received by YPB with the first protected products now entering the supply chain.

The uptake by this significant customer is expected to see more enterprises seek out YPB's technology as a result.

YPB Executive Chairman John Houston said: "We are delighted this major brand is using YPB's solution to protect its products, further validating both our products and our approach. There is a surge of interest and adoption of solutions such as YPB's that PROTECT, DETECT and CONNECT, not only in China but also throughout Asia, USA and Australia. More and more brands, financial institutions and governments are realising the need to protect against counterfeit, allow simple detection and connect with customers using affordable and simple to execute solutions."

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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