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ASX: YPB

ASX/MEDIA ANNOUNCEMENT

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YPB signs contract to protect NZ exports to China

- **YPB signs a 3-year supply contract with Comtech Solutions Ltd a security solution provider to the Banking, Finance, Supply Chain and Distribution Industries in New Zealand.**
- **Contract value approximately AU\$1.2m over the 3 year term.**

Brand Protection and customer engagement solutions company YPB Group Limited (ASX: YPB) is pleased to announce that it has entered into supply contract with Comtech Solutions Ltd. of New Zealand

Comtech Solutions Ltd is a technology partner to the;

- Banking, finance, supply chain and distribution industries in New Zealand with special focus on export products to China.

This contract includes brand protection for Comtech's clients which include one of New Zealand's top fruit exporters, premium New Zealand Honey and New Zealand produced milk powders.

YPB will supply its patented anti-counterfeit technologies including secure QR codes containing forensic covert tracer, T2 scanners and YPB's Brand Reporter platform.

The supply agreement has a guaranteed minimum of 500,000 applications in 2016 and it is estimated that volumes will reach 1,000,000 applications in 2017 with forecasted 30% to 50% increase in 2018.

First year revenues from this contract are expected to be approximately A\$300k, and A\$1.2m over the term of the contract.

YPB's Brand Reporter platform has combined functions of anti-counterfeit, logistics tracking and customer engagement in one single system for the Chinese Market.

This supply contract is the first contract that YPB has signed in New Zealand for the supply of its integrated solution of anti-counterfeit and product tracking targeted at the Chinese market.

John Houston, Executive Chairman said "YPB's solution suite is a perfect fit for exporters of quality brands to the China and Asian markets. It is designed to protect brands and provide direct customer engagement solutions, and we are delighted to have been chosen by Comtech Solutions Ltd for its New Zealand export customer base."

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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.