



**YPB Group Ltd.**  
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ASX code: YPB

**GLOBAL LEADER IN ANTI COUNTERFEIT TECHNOLOGY**  
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**ASX: YPB**

**ASX/MEDIA ANNOUNCEMENT**

**25<sup>th</sup> July 2016**

**YPB Group strengthens team with CFO appointment**

YPB Group Limited (ASX:YPB) is pleased to announce the appointment of Jason York as Chief Finance Officer (CFO) of the company, effective immediately.

Jason joins us from ConvaTec (a US\$1.7b revenue multinational medical technology company) where he was the Vice President of Finance for the Asia Pacific region. Jason is a senior finance executive who has a proven track record in developing high performing finance functions in multinational corporations across various geographies. Jason has strong commercial and financial experience having worked both locally and internationally over his 20-year career.

Jason holds a degree in Economics & Accounting from the University of Canterbury and is a member of the Institute of Chartered Accountants of Australia and New Zealand.

CEO Jens Michel said:

“We are delighted to appoint Jason as CFO. Jason brings a wealth of experience and strong business acumen to the role which will further strengthen our finance capabilities and add considerable depth to our leadership team as we continue to commercialize and expand our business”.

Robert Whitton will continue with YPB in an executive role in addition to being an Executive Director and the Company Secretary.

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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.