

ASX/MEDIA ANNOUNCEMENT

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FIRST COMMERCIAL CONTRACT IN MEXICO

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has secured its first commercial contract in Mexico through its joint venture (JV) with Affrymx Group.

The initial contract value is US\$130,000, with YPB's proprietary tracer solution to be used to PROTECT redeemable food coupons that are frequently the subject of counterfeit. The end client is actively engaged in programs supporting people in need.

Earlier this year YPB entered a JV with Affrymx with an initial focus on Government Vital Documents in Mexico. To date YPB has received contracts to supply Vital Records to four Mexican states, with outstanding opportunities across all of the country's 32 states, governing a population of more than 120 million.

While continuing to develop opportunities in the government sector Affrymx is now actively pursuing deals in the commercial sector with YPB.

YPB Executive Chairman Mr John Houston said: "YPB sees Mexico as a key source of revenue in the coming years, and with revenue already flowing from government contracts we see this deal as an important breakthrough as we build our presence in the commercial sector."

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
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 Brand Protection and Customer Engagement solutions Company. Listed on the Australian Securities Exchange, YPB is expanding its global footprint with an established presence in Australia, China, Thailand, USA, Mexico and India.

YPB's patented Anti-Counterfeit technology combined with its Security Packaging and Anti-Theft solutions, Consulting Services and YPB's proprietary CONNECT platform enables clients to PROTECT their high value brands from the risks of counterfeit, product diversion and theft while providing the tools to CONNECT directly with their customers.

PROTECT

Smart Security Packaging and labeling for Brands

YPB offers a wide range of Smart Security Packaging and Labeling solutions that can be incorporated into almost any material and offer cost effective strategies to PROTECT the integrity and value of products and brands in high-risk markets.

Government Vital Documents

YPB offers solutions to Governments to PROTECT their Vital Documents that include ID cards, Visas, Passports, Vehicle Labels and many other applications.

Retail Anti-theft

YPB offers clients the latest technology in Retail Anti-Theft and Labeling solutions effective for mainstream retailers, boutiques and exporters to PROTECT against theft.

IP solutions & forensic services

YPB's IP solution specialists will work with quality brands and Governments, to develop bespoke brand protection strategies and solutions that will allow brands to PROTECT their products and end customers.

Secure Supply Chain

YPB offers secure supply chain solutions to Governments, Banks and companies wanting to ensure the integrity of their supply chain using a combination of YPB's PROTECT technology and secure track and trace solutions, delivering real protection for high value documents, brands, products and customers.

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.

www.ypbsystems.com