

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 9th September 2016

YPB SIGNS THREE-YEAR, MILLION DOLLAR CONTRACT WITH LEADING PHARMA COMPANY

- YPB to provide Brand Protection to Combiphar using the YPB CONNECT platform – expected to be implemented initially across tens of millions of products annually
- Expected revenue of approx. A\$1m over the term of the three-year agreement
- Combiphar is a leading supplier of prescription and over-the-counter pharmaceuticals with around 170 product lines

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has signed a three-year agreement with leading Indonesian pharmaceutical and wellness company Combiphar for the supply of Brand Protection solutions in Asia.

YPB expects the three-year agreement to generate revenues of approximately A\$1 million, with YPB technology to be applied to tens of millions of Combiphar products per annum over three of its 170 product lines.

YPB's CONNECT platform will allow Combiphar's customers to use a smartphone to verify the authenticity of products at the time and place of purchase.

Importantly, the YPB CONNECT platform will drive far greater Customer Engagement for Combiphar by directly connecting the company to healthcare professionals and customers online. This will allow Combiphar to keep customers abreast of an array of information such as correct product use, complementary product lines, new product releases, product promotions, health news and industry and product developments. Doing so will enhance its status as a trusted health advisor thereby growing the reputation of and loyalty to its brand.

Founded in West Java in 1971 Combiphar produces more than 170 products lines across the prescription and over-the-counter sectors including OBH Combi cough syrup, Insto eye-care solution and JointFit gel-based relief for joints. Additionally it acts as a contract manufacturer for global pharma giants including GlaxoSmithKline (GSK), Sanofi and Abbott, and has obtained Therapeutic Goods Administration (TGA) certification to allow the export of certain products to Australia.

YPB expects increased demand across Asia for Brand Protection, as a growing number of consumers actively voice concerns over authenticity. There has been recent widespread coverage regarding counterfeit pharmaceuticals and vaccines across Asia, with one major Jakarta hospital revealing it has been receiving fake vaccines for the past ten years.

YPB Executive Chairman Mr. John Houston said: "We are delighted that our first customer in Indonesia is a company of Combiphar's calibre. This multi-year contract is YPB's second in the vitally important pharmaceutical market having signed Australian exporter Universal Pharmaceuticals in early July 2016.



PROTECT | DETECT | CONNECT

For companies such as Combiphar and Universal Pharmaceuticals, product and supply chain integrity is vital to protecting and growing the trust healthcare professionals and customers have in their brands. Our PROTECT and CONNECT technologies are powerful tools for increasing brand trust, developing brand loyalty, growing sales and therefore enhancing brand value."

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ABOUT YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. 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.



PROTECT | DETECT | CONNECT

IP solutions & forensic services

YPB's IP solution specialists work with quality brands and Governments, to develop bespoke brand protection strategies and solutions that will deliver real protection and safety for brands, products and consumers.

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 authentication technology and secure track and trace solutions, delivering real protection for high value documents, 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 who 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 can consult with a brand owner to develop strategic, tailored solutions to protect the brand against 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 diverted products. They also allow brands to connect and engage directly with their customers via QR codes, Near Field Communication, secure track and trace and product scanning. The YPB CONNECT platform delivers brand owners valuable and actionable intelligence about their products and customers to measure, tailor and individualise direct marketing campaigns through a 'big data' analytics capability.

www.ypbsystems.com