

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 21st November 2016

**YPB SIGNS MASTER SUPPLY AGREEMENT WITH BLACKMORES**

- **YPB to provide its full range of products and services to Blackmores under two year agreement**
- **The momentum in YPB's IP commercialisation plan is building**

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has signed a two-year Master Supply Agreement (MSA) with Blackmores Limited (ASX: BKL) under which YPB's suite of Brand Protection and Customer Engagement solutions can be deployed across the Blackmores range. The MSA sets the framework for the supply of YPB products and services to Blackmores.

YPB's PROTECT solution is a patented, invisible, indestructible, uncopyable tracer or marker which can be seamlessly and easily incorporated into plastics, inks and fibres to create protected, intelligent packaging. The tracer is used to confirm the authenticity of a product in conjunction with YPB's patented scanner. The intelligent packaging can then be used with YPB's TRACK AND TRACE solution to DETECT counterfeit goods and ensure supply chain integrity, a major issue for exporters. Finally, the intelligent packaging can become *the trigger* for a customer to want to CONNECT directly with the brand. As far as YPB is aware it is the only company globally with a complete end-to-end solutions suite allowing a brand to PROTECT its products, DETECT counterfeit and supply chain problems, and CONNECT directly to end customers.

YPB Executive Chairman John Houston said: "The opportunity to work with Blackmores is an important endorsement of our vision to help Western exporters realise the potential of Asia while protecting and growing the value of their brands. With the technologies and talent in place, the commercialisation of our valuable and unique intellectual property is clearly gathering momentum."

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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.

### 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.

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