

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 7 December 2016

YPB PROTECTS NEW MAMACARE EXPORT RANGE

- **YPB protects exports of nutritional milk formula**
- **Growing uptake by Australian exporters of YPB's products continues**

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has commenced supply of YPB's invisible tracer to MamaCare, a leading brand of premium pregnancy products including nutritional milk formula supplements and other well-being products for expectant and nursing mothers.

Mamacare will initially use YPB's invisible tracer technology to Protect its export products, particularly the newly released export range of nutritional milk formula for pregnant women, as it experiences rapid growth distributing into Pan Asian markets.

MamaCare's CEO Phillip James said: "We've invested a lot of time and money to create world leading Australian made pregnancy products, and want to ensure the integrity of the MamaCare brand by using the best available technology to protect it. The YPB forensic tracer technology affords us this protection as we continue our global expansion."

YPB Executive Chairman John Houston said: "The application of our invisible tracer to MamaCare's nutritional milk formula tins is another milestone in offering our anti-counterfeit solutions to this high demand and rapidly expanding product sector. There has been significant press around the challenges the nutritional milk formula sector faces and our capability offers peace of mind to brand owners, consumers and authorised distribution channels. YPB has been actively working with brands seeking protection from counterfeiting in higher risk markets, and our solution for MamaCare was very cost effective as we worked within its existing packaging supplier relationships and production processes."

For more information on MamaCare please visit: www.mamacare.com.au

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PROTECT | DETECT | CONNECT

MEDIA AND INVESTOR ENQUIRIES

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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.



PROTECT | DETECT | CONNECT

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