

ASX/MEDIA ANNOUNCEMENT**ASX: YPB | 9th December 2016**

**YPB SIGNS DEALS TO SECURE OVER 350
NEW ANTI-THEFT RETAIL OUTLETS**

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) is pleased to provide an update on its Australian PROTECT anti-theft business.

In addition to previously announced customers, such as Dan Murphy's and BWS which number around 2,200 retail stores, YPB's solutions will now be implemented at up to 200 Lorna Jane stores across Australia and USA.

The Lorna Jane implementation will bring to around 350 stores the new stores PROTECTED by YPB and three new major chains across Australia, New Zealand and USA.

In addition to Lorna Jane, YPB's solutions will also be implemented within an Australia wide chain of clothing, accessories and home furnishing products. This will include YPB developed bespoke solutions for the chain, including special wraps, which secure boxed items and bed linen, as well as solutions, which alarm themselves when tampered with or taken through the security gates. YPB also will provide this chain with a range of standard solutions including ink tags.

The third major win is with a leading chain in Australia and New Zealand with plans to aggressively expand into Asia. YPB has been awarded the security tag contract to supply all of the chain's suppliers to enable them to pre-apply security tags to products. The specific names of these chains cannot be announced due to confidentiality and security concerns.

YPB Executive Chairman John Houston said: "The penetration into the retail market of our anti-theft solutions continues to grow, providing a strong revenue platform for 2017 with solid growth potential, but more importantly a platform from which we can successfully introduce clients to YPB's wider PROTECT DETECT and CONNECT product offerings."

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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