

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 16th December 2016

YPB SIGNS STRATEGIC PARTNERSHIP WITH LEADING USA PACKAGING COMPANY

- **L&E is one of the world's leading packaging design and manufacturing groups, supplying more than a billion units globally per annum for world leading brands**
- **MOU signed for joint development of YPB's solutions for the L&E customer base**

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has signed a memorandum of understanding (MOU) with one of the world's top packaging companies L&E International Group (L&E).

The agreement engages YPB's Brand Protection and Customer Engagement offering for L&E's existing and future customer base.

Founded in 1993, L&E International Group is headquartered in New York, USA, and was one of the first packaging companies to offer a complete solution from design through to construction and delivery.

L&E works with a number of exclusive partners throughout the world, with a strong presence in the booming ASEAN Region. Its top customers include many of the world's leading footwear and apparel brand, with a strong focus on athletic footwear.

Counterfeit footwear is a global problem that can lead to brand damage and potential health issues for customers wearing non-genuine products. YPB and L&E will protect these brands from point of production, enable a secure supply chain and authenticate at point of purchase. Additionally, L&E is excited to offer their global client base YPB's CONNECT Platform, therefore engaging customers both in store and post purchase.

L&E International CEO Mr. Ian Silverberg commented: "We are pleased to have formed a strategic partnership with YPB. Our customers are increasingly looking for solutions to combat counterfeiting, secure their supply chains and engage with their end customers. We feel YPB is the only company to offer a complete solution and we look forward to working with them to provide a market-leading solution to our customers."

YPB Executive Chairman John Houston said: "This strategic partnership is a strong statement that YPB's Protect, Detect, Connect Platform is widely regarded by industry as 'The Complete Solution'. We look forward to working with L&E International and its global clients to protect against counterfeit and create a lifelong customer engagement opportunity."

For more information on L&E please visit: <http://www.le-intl.com>



PROTECT | DETECT | CONNECT

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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.



PROTECT | DETECT | CONNECT

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