

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 4th October 2016

YPB DOUBLES NEW BUSINESS PIPELINE TO \$128m

- **Revised data on new business pipeline**
- **Condensed presentation released for offshore investor roadshow**
- **New business pipeline value has doubled since May**

Brand Protection and Customer Engagement solutions company YPB Group Limited [ASX: YPB] has released an updated company presentation as it introduces the company to investors in Asia and the USA.

New information in the presentation relates to an updated snapshot of the new business pipeline, with commentary provided below to help interpretation of the data.

The primary observation is that the value of the new business pipeline has effectively doubled since May 2016. The key data are:

- The total value of all pipeline opportunities has grown from \$60m in May to \$128m in September.
- The value of *Advanced Opportunities* has increased from \$38m to \$65m.
- The value of *Intermediate Opportunities* has increased from \$23m to \$64m.

In *Advanced Opportunities*, the \$27m increase in pipeline value has resulted from either projects already in this group upscaling in value, or new high value projects being added. There have been changes within the group as some projects have been deferred due to client requests, therefore moving these to *Intermediate Opportunities*, while various new projects have been added. The total number of projects in *Advanced* with value >\$0.5m has fallen slightly from 18 to 16. This reflects the deferrals noted above and also the refinement of focus towards higher value projects with a higher probability of closure.

The biggest change in the data is the number of < \$0.5m individual *Advanced* projects falling substantially from 178 in May to 34 in September. This is the result of a deliberate business development refocus and reprioritisation of effort. Importantly, the total value of *Advanced* projects in the < \$0.5m category has risen from \$7.5m to \$10.6m, with average value per project rising from \$0.043m to \$0.31m. Appropriately, the potential reward to sales-effort ratio is now much more favourable.

The total value of *Intermediate* projects has risen by \$40m. This has largely been driven by high value projects increasing by \$26m, with the number and value of *Intermediate* projects increasing across all categories. In contrast to the fall in the number of *Advanced* projects at < \$0.5m as noted above, the number of individual *Intermediate* <\$0.5m projects has risen from 12 to 30. In addition the value per project has risen from \$0.069m to \$0.29m with the total value increasing from \$0.8m to \$8.8m.

The value bands used to present the data have changed as a result of an increase in the number of higher value projects. As inferred above, there has also been movement of projects between each value band as well as both directions between *Advanced* and *Intermediate* stages. These changes have largely been driven by timing and focus of the target client.

YPB also notes that the data in these tables indicates potential annual revenues from prospective clients. In the event of all *Advanced* projects concluding successfully, YPB would have annual revenues on a run-rate basis of \$65m. Should all *Advanced* and *Intermediate* projects conclude successfully then this would increase to \$128m. These statements are made for clarity of interpretation of the data but should not be taken to mean that YPB expects, nor is it forecasting, those revenues or the successful completion of all projects in the pipeline. Rather, the data offers the market quantitative insight into the rapid progress of the business prior to such progress becoming apparent in the company's financial statements.

In summary, the pipeline data demonstrates significant progress in new business development. It implies that both the effectiveness of resource use and the probability of successful conclusion have risen following greater focus and the deferral or culling of less valuable prospects. Management is both eager and prepared to commence all contracts immediately but patience is required in the contractual process. Despite that reality, YPB's expectation is unchanged that valuable contracts with prominent clients will be concluded in Q4.

The growth in the pipeline and the progress to contract closure of specific projects underpins the company's key financial milestones for 2017 as previously released to the market, those being a breakeven position by end March 2017 and profit before tax of \$5m for 2017 (year-end December).

YPB Executive Chairman John Houston said: "Our strengthened executive team, led by CEO Jens Michel, has built a revenue and business pipeline which has grown strongly since May this year. YPB has never been in a stronger position to perform."

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PROTECT | DETECT | CONNECT

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.

www.ypb systems.com

PROTECT | DETECT | CONNECT

Building a Global Franchise in
Brand Protection and Customer Engagement



PROTECT | DETECT | CONNECT

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YPB PROTECTS AND GROWS BRAND VALUE VIA BRAND PROTECTION AND CUSTOMER ENGAGEMENT TECHNOLOGIES.

HUNGRY MARKET

Urgent brand
need + marketers'
burning want

HUGE MARKET

Extensive products,
sectors and
geographies

RAPID PENETRATION

High growth, low
cost, low capital,
low risk multiplier
partnership model

READY FOR LIFT-OFF

Launchpad built,
technologies,
relationships, talent
assembled for rapid
lift-off

BRAND PROTECTION

**CUSTOMER
ENGAGEMENT**

**GOVERNMENT
VITAL DOCUMENTS**

**COUNTERFEIT A GREAT PROBLEM
CUSTOMER ENGAGEMENT A GREAT OPPORTUNITY**

1.7

TRILLION

Value of global counterfeit market

285

BILLION

Spend on anti-counterfeit
measures by 2020

32.4

BILLION

Spend on customer engagement
by 2018

1

YPB

the only company with an end-to-end solution

RIGHT PLACE & RIGHT TIME

YPB stands to profit from sweeping shifts in global trends.



Emerging pan-Asian middle class

China 350 Million
India 267 Million
ASEAN 190 Million
TOTAL 807 Million



Massive decline of mass marketing

Audiences have shifted to personalised media intake.



Rise of Customer Engagement

Emerging technologies allow engagement through personal devices.
Explosive growth in WeChat and Line.



Rapid evolution in Government Vital Documents

Need for new-generation protection technology

YPB'S SOLUTIONS

The world's first end-to-end Brand Protection and Customer Engagement solution


PROTECT




DETECT




CONNECT



Integration of brand protection technology for global brands and government vital documents.



Verification through supply chain and end user / customer authentication.



Customer engagement technology offers direct line of dialogue between brand and customer.

YPB TACKLES THE PAN-ASIAN COUNTERFEIT EPIDEMIC

IS PAN-ASIAN REAL?

Big Opportunity, Big Problem

Brands covet 800m new Pan-Asian customers but fake risks are huge.



YPB's Big Solution

Protect exporters against fakes and leaky supply chains and spur customers to connect directly to brand via authenticity.

AUTHENTICITY TRIGGERS ENGAGEMENT

YPB EMPOWERS BOTH

Brand Authenticity



Brand Engagement

YPB'S PROFOUND TECHNOLOGY EDGE VIA TOTAL INVISIBILITY

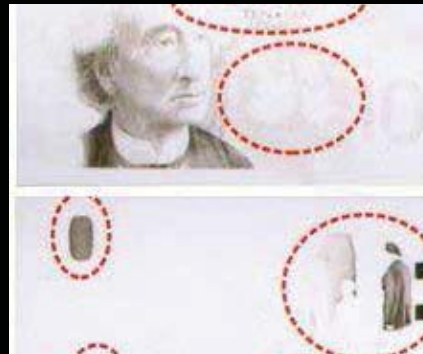
FORENSIC COVERT TRACER - INVISIBLE, UNCOPIABLE, INDESTRUCTIBLE



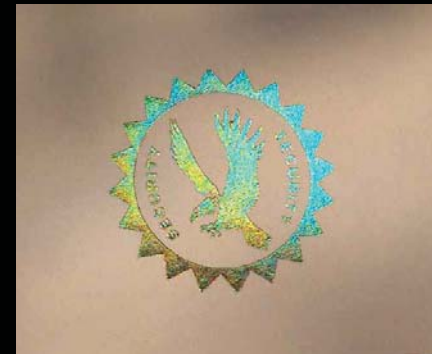
Colour Shifting Ink
900 Suppliers



UV Security Ink
113,000 Suppliers



IR Security Ink
4,700 Suppliers

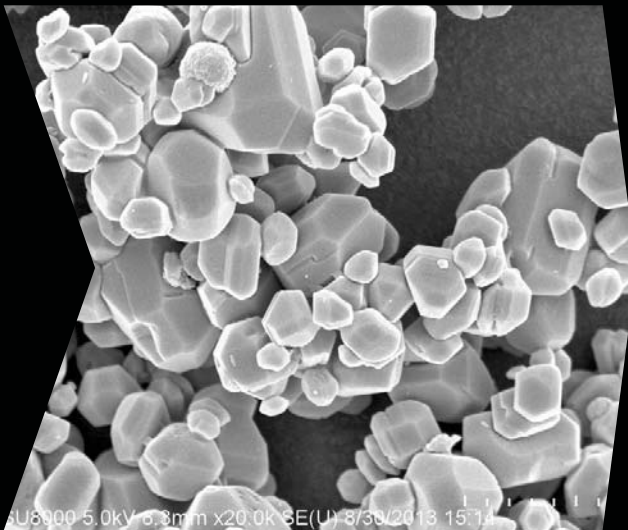


Hot Stamping
20,000 Suppliers

IF YOU CAN SEE IT, IT CAN BE COPIED!

YPB'S COVERT TRACER IS EASILY APPLIED AND EASILY VERIFIED

YPB particle size 2-5 microns



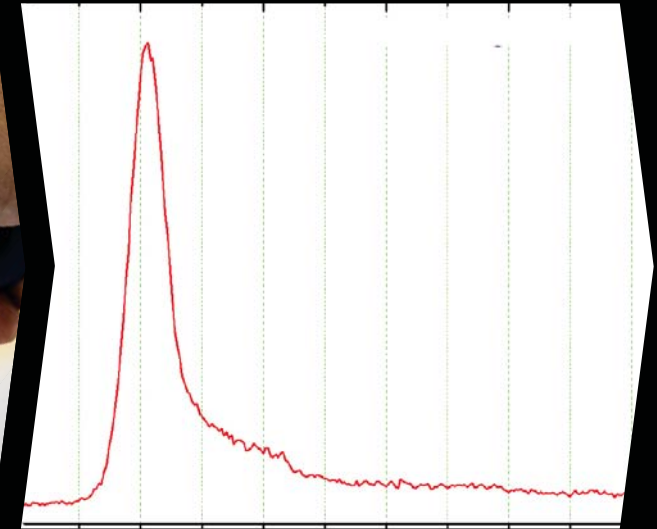
YPB INVISIBLE TRACER

YPB tracer on product



YPB SCANNER EXCITES THE TRACER

YPB scanner reads the signature



**YPB TRACER EMITS AN
INVISIBLE RESPONSE**

YPB IS DEVELOPING A STRONG GLOBAL POSITION IN GOVERNMENT VITAL DOCUMENTS



Vital Record Document



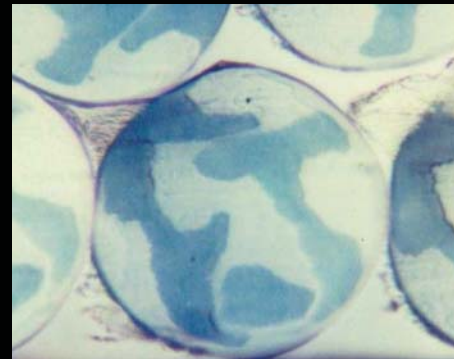
YPB Varisec™ Foil



ePassports

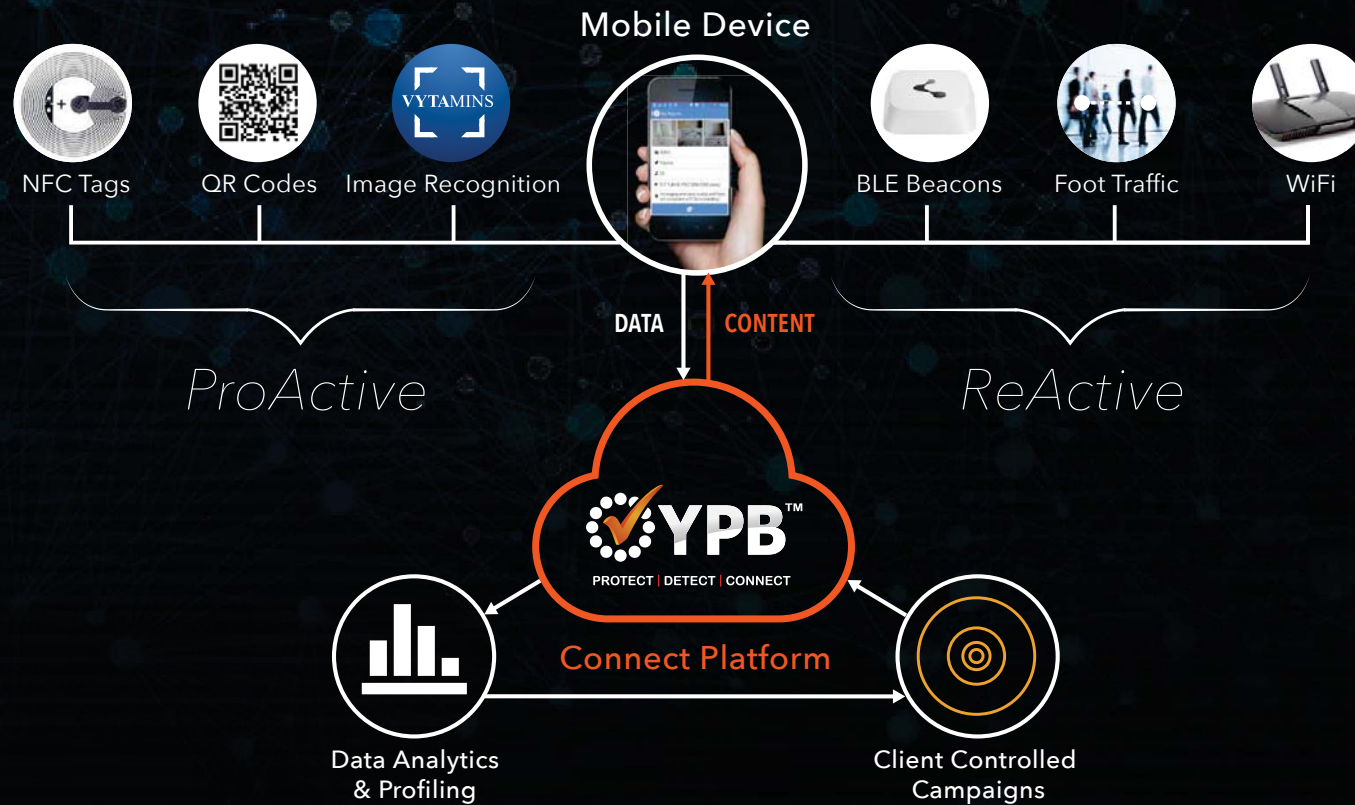


Forensic Fibres



YPB MultiSec™ Thread

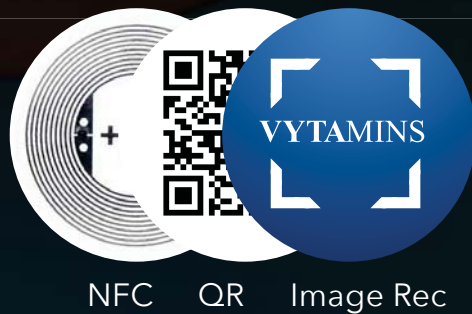
YPB'S UNIQUE MULTI-TECH CUSTOMER CONNECT PLATFORM



Surveys | Forms | Email Lists | Downloads
Directions | Business Cards | Social Media
Database | Transactions | Competitions | Warranties

BRAND PROTECTION INTEGRATED WITH CUSTOMER ENGAGEMENT

Digital Authentication & Information Display



Technology integrated onto the label / bottle / cap provides digital verification of authenticity as well as customer engagement such as detailed product information or videos.



YPB's Tracer-Scanner Confirms Authenticity



The Covert Forensic Tracer cannot be copied, seen or destroyed - and integrates directly into packaging or labels.

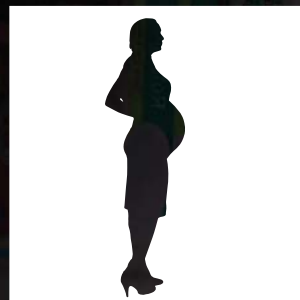
YPB proprietary Scanner provides immediate confirmation of authenticity from point-of-manufacture through logistics chain and at point-of-sale.

YPB CONNECT

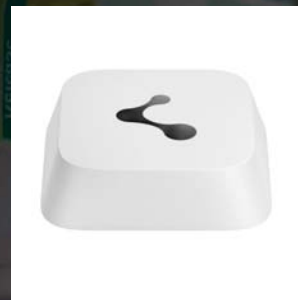
Delivers relevant, tailored content



Prior Purchase
= FOLATE



Status = Pregnant



Location = In Store



Relevant Recommendations

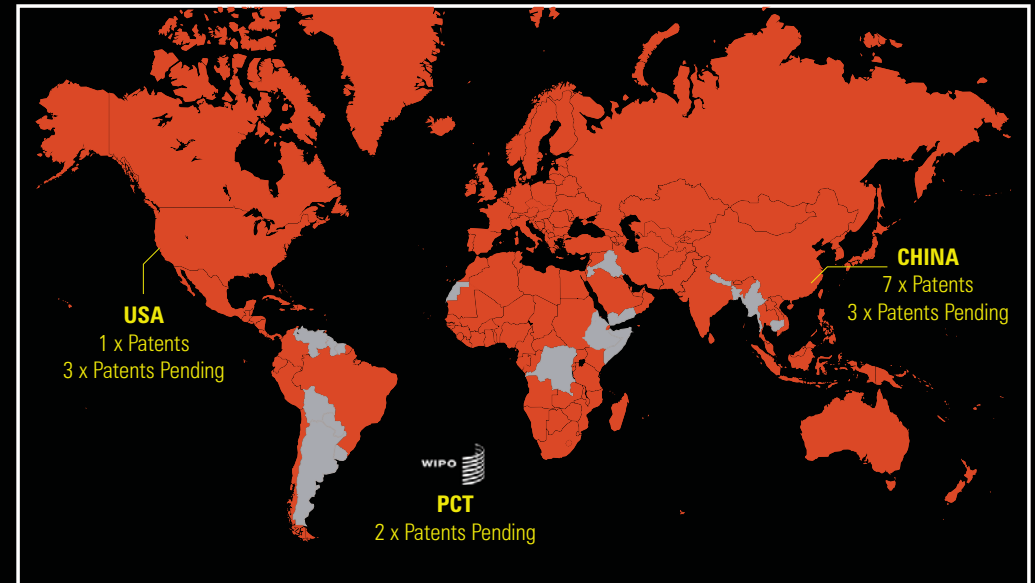


YPB's CONNECT platform easily integrates with a range of technologies to detect and identify customers, deliver relevant content and build on prior data collection

TECHNOLOGY VALIDATION - IP - 8 PATENTS ISSUED + 8 PATENTS PENDING



PORTFOLIO AT IPO



CURRENT PORTFOLIO

YPB THE SOLE CERTIFIED COMPANY IN CHINA WITH INVISIBLE TRACER

75

Companies certified in
China by CTAAC to sell
Anti Counterfeit technology in PRC

15

Companies certified to sell Tracers

1









































YPB the only company certified
by CTAAC in China
that sells invisible tracers



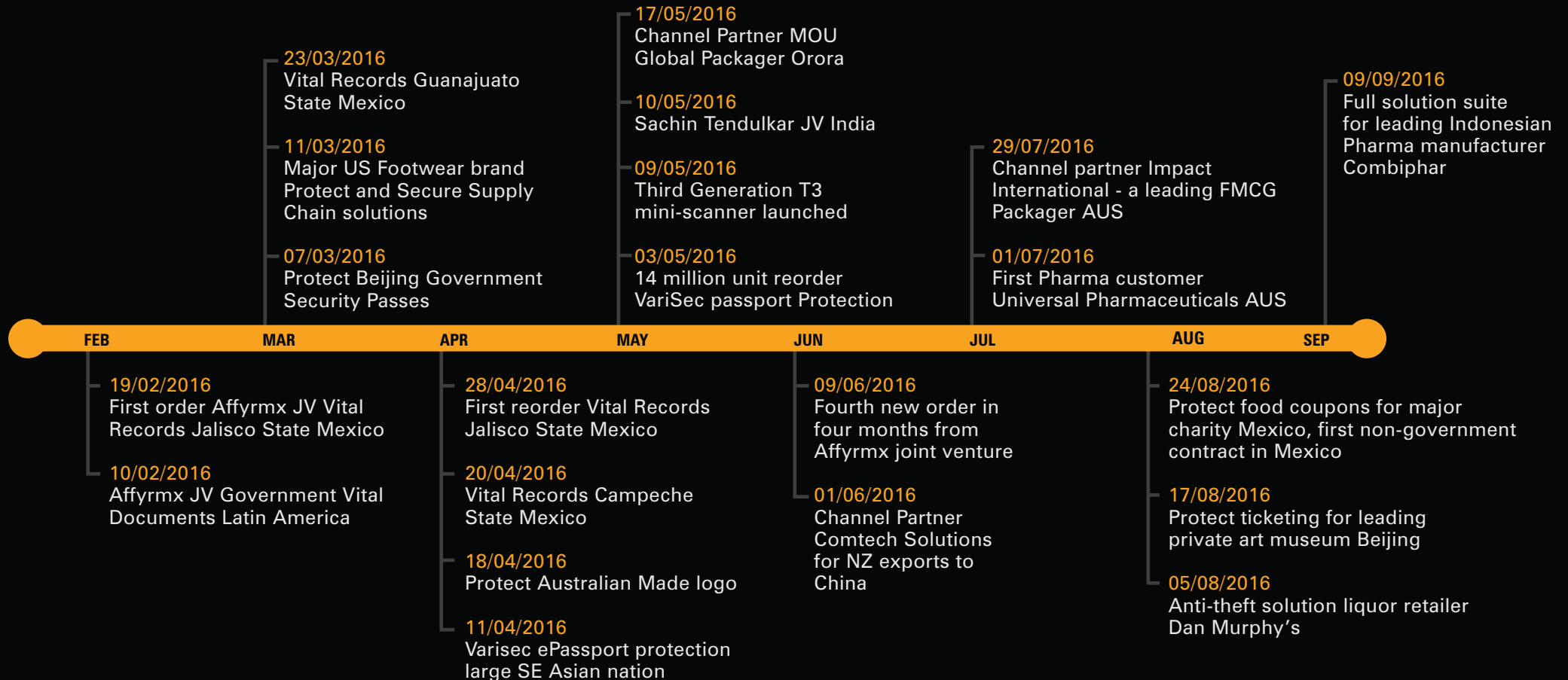
YPB'S RICH NEW BUSINESS OPPORTUNITY SET

TARGETED MULTIPLE GEOGRAPHIES, SECTORS, PRODUCTS

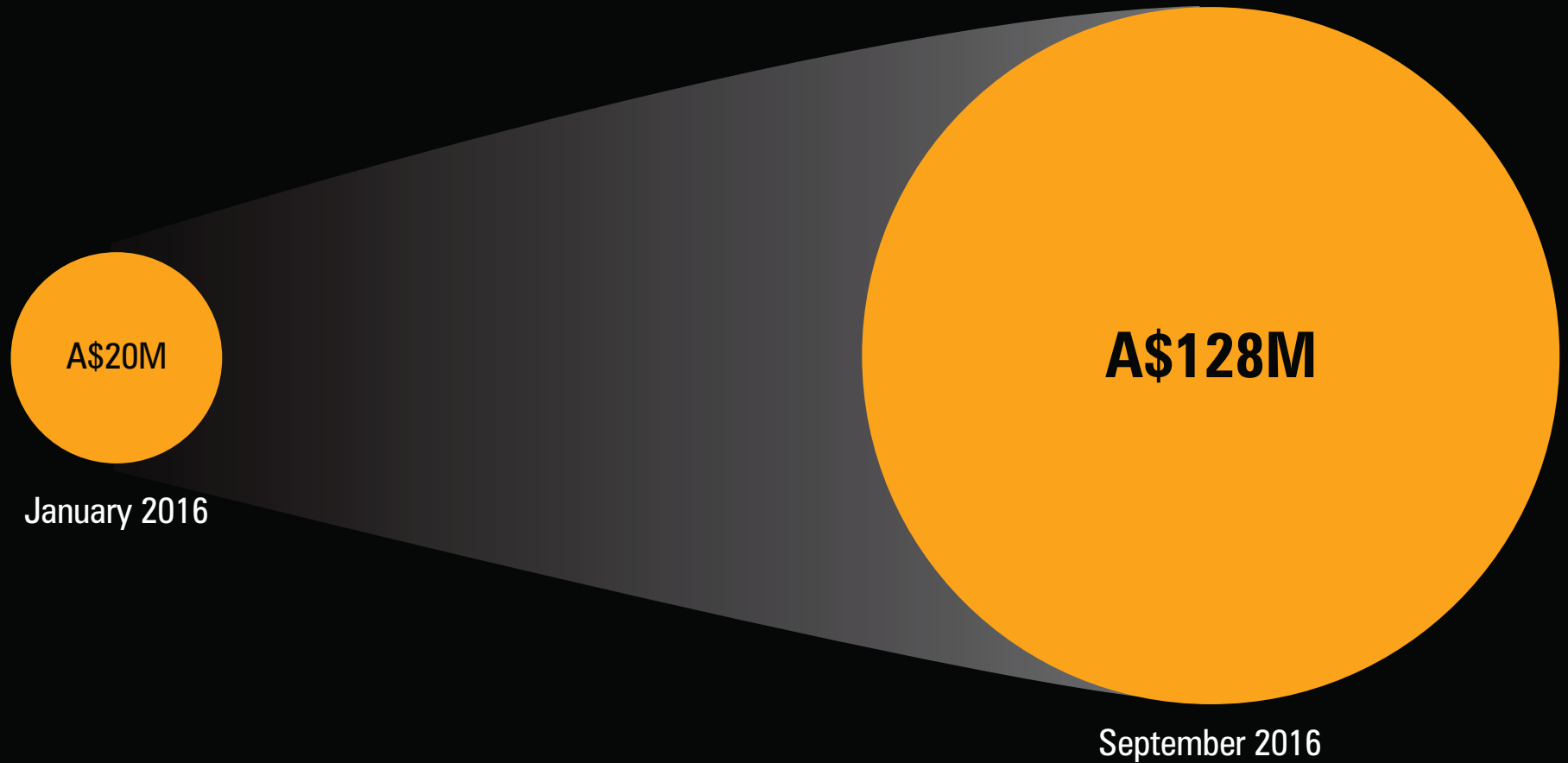


	GOVERNMENT VITAL DOCUMENTS	FASHION & RETAIL	FOOD & BEVERAGE	SPORT	FINANCIAL INSTITUTIONS	FMCG	PHARMA & HEALTH	EXPORTERS
ANZ		 	 	 			 	 
INDIA				 				
SE ASIA						 		 
USA		 		 				 
CHINA						 		
MEXICO						 		

BUILDING COMMERCIAL MOMENTUM OVER 2016



YPB'S NEW BUSINESS PIPELINE IS SWELLING RAPIDLY



YPB'S NEW BUSINESS PIPELINE

POSSIBLE ANNUAL REVENUES OF A\$128M*

ADVANCED OPPORTUNITIES

PROJECT VALUE PA	NUMBER OF PROJECTS	TOTAL VALUE \$M PA	AVG VALUE/PROJECT \$M PA
>\$10m	2	20.0	10.00
\$2-10m	7	26.3	3.76
\$1-2m	3	3.6	1.20
\$0.5-1m	4	4.1	1.02
<\$0.5m	34	10.6	0.31
	50	64.6	

INTERMEDIATE OPPORTUNITIES

PROJECT VALUE PA	NUMBER OF PROJECTS	TOTAL VALUE \$M PA	AVG VALUE/PROJECT \$M PA
>\$10m	1	20.0	20.00
\$2-10m	6	24.7	4.17
\$1-2m	6	6.5	1.08
\$0.5-1m	6	3.5	0.58
<\$0.5m	30	8.8	0.29
	49	63.5	

* The aggregate pipeline figure refers to the possible annual revenues of all present product solution discussions with potential customers. Were all these discussions to conclude at the presently anticipated values then YPB would have annual revenues by the end of 2017 of \$128m. But this should not be interpreted to mean that YPB expects to achieve such annual revenues as the outcome of any customer engagement is uncertain until contract start-up and it is possible, although most unlikely, that none will come to successful conclusion. Further, the pipeline data are not forecasts but are released to provide some indication to the market of the significant commercial progress being made. The data is as at September 2016.

YPB'S KEY FINANCIAL MILESTONES FOR 2017

YPB RELEASED TWO IMPORTANT MILESTONES
TO THE MARKET IN MAY 2016:

1.

Cashflow breakeven by end
March 2017.

2.

Pre-tax profit of \$5m for the
year to December 2017.

MAJOR BLUE SKY

MOTIF MICRO'S "HOLY GRAIL" TECHNOLOGY

LOI to acquire for A\$6.974m, of which A\$4.185m in YPB equity
Highly motivated Motif Micro team committed to YPB for further R&D

Developed by MIT Chemical Engineering Team
Paul Bisso PhD and Prof. Patrick Doyle

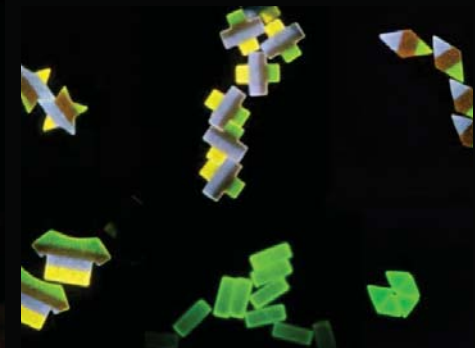
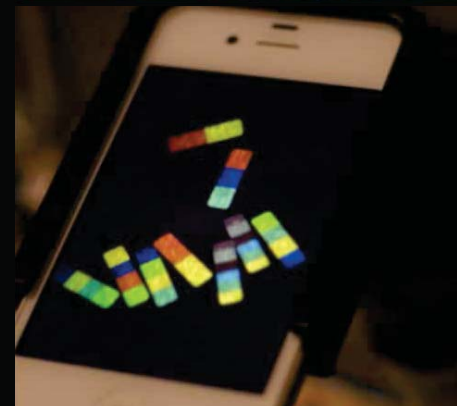
Combines perfectly with existing technology:

- YPB Secure Track and Trace
- YPB CONNECT

Exploited via existing YPB sales channels
As well as YPB Multiplier Partnerships

Almost unlimited end use applications

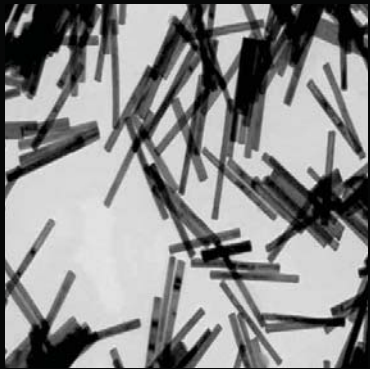
Currency, credit card, art work, high end consumer products,
food packaging, pharmaceuticals, all with individualised codes



Potential applications shown above.

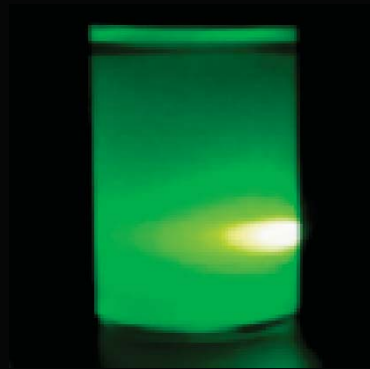
MOTIF MICRO'S REVOLUTIONARY TECHNOLOGY DEVELOPED AT MIT

Invisible, secure, individualised tracer read by smartphone, placing a scanner in 'every pocket'.



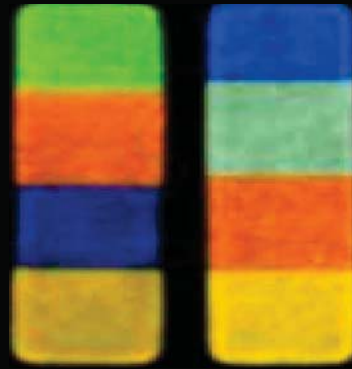
Nanocrystals

Manufacture of upconversion nanocrystals.



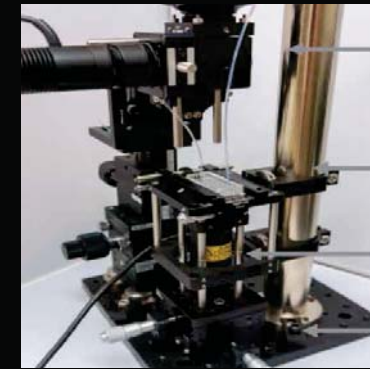
Upconversion

Nanocrystals upconvert lower energy invisible infrared light into higher energy visible light.



Microparticles

Nanocrystals integrate with microparticles using a patented microfluidic fabrication process. Unlimited unique combinations possible.



Manufacturing

Manufacturing embeds microparticles that are masterbatched into products. It is low cost and versatile.



Engagement

Taking a picture using a flash on a smartphone decodes the nanocrystals.

STRONG TEAM



John Houston
Executive Chairman

40 years in international business building, including \$2bn mobile build and successful exits



Jens Michel
Chief Executive Officer

Over 20 years successful business building, operations and turnarounds in ASEAN and APAC



Gregory O'Shea
Chief Operating Officer

Over 25 years in supply chain management at managing director level



Jason York
Chief Financial Officer

Over 20-years of commercial and financial experience and expertise from Asia Pacific Region, with a proven track record in developing high performing finance functions in multinational corporations



Juha Pelkonen
Chief Marketing Officer

20-years of experience in building leading global brands and successfully driving international marketing operations



Philipp Hoffman
President YPB Connect

15 years of Managerial experience in a variety of industries such as Banking, Distribution, Manufacturing and Engineering in Europe and Asia.



Tianya Song
General Manager China

Over a decade in FMCG and Pharma Packaging. Experienced in both International and Chinese styles of management



Timothy Merchant
Chief Technical Officer

35 years expertise in government and currency printing, anti-counterfeit, and forensic evaluation services



Simon Szewach
Global President
Customer & Brand Activation
Founder of nTouch platform, with a decade in customer analytics, online and mobile marketing

Top 20 Ordinary Shareholders as at 06 September 2016

THE BIMM CORPORATION PTY LTD <FJ FUND A/C>	60,368,519
CITICORP NOMINEES PTY LIMITED	12,084,548
BNP PARIBAS NOMINEES PTY LTD <GLOBAL PRIME OMNI DRP>	6,017,887
HIGH ALTITUDE INVESTMENTS LIMITED	5,496,716
HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	5,495,204
PERLE VENTURES PTY LTD <877 CAP INVESTMENTS 2 A/C>	5,000,000
LEGATS PTY LTD <SIMON SZEWACH FAMILY A/C>	4,802,103
ACK PTY LTD <MARKOFF FAMILY A/C>	4,000,000
MR RONALD LANGLEY & MRS RHONDA LANGLEY	3,333,333
SELBY SUPER PTY LTD <MARC SELBY SUPER FUND A/C>	3,296,703
MS DAN LIU	3,098,092
MR VICTOR JOHN PLUMMER	3,000,000
MR EVAN PHILIP CLUCAS & MS LEANNE JANE WESTON <KURANGA NURSERY SUPER A/C>	2,820,513
J P MORGAN NOMINEES AUSTRALIA LIMITED	2,642,500
JEFFREY MARKOFF	2,564,103
ISAAC BALBIN <BALBIN ASAFI A/C>	2,564,103
SILK ROAD CORPORATE FINANCE PTY LTD	2,525,897
XETERA LIMITED	1,640,116
ABN AMRO CLEARING SYDNEY NOMINEES PTY LTD <CUSTODIAN A/C>	1,538,044
GMKD LLC	1,250,000
	133,538,381
Balance of Register	62,069,505
Total of Securities	195,607,886

Top 20 Option Holdings as at 06 September 2016

THE BIMM CORPORATION PTY LTD <FJ FUND A/C>	15,089,413
PERLE VENTURES PTY LTD <877 CAP INVESTMENTS 2 A/C>	4,047,500
MR RONALD LANGLEY & MRS RHONDA LANGLEY	3,333,333
MR VICTOR JOHN PLUMMER	2,012,500
SLADE TECHNOLOGIES PTY LTD <EMBREY FAMILY SUPERFUND A/C>	1,000,000
HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	838,035
CLEAR CHANNEL PTY LTD <CLEAR CHANNEL SUPERFUND A/C>	828,751
SHEARER-SMITH HOLDINGS PTY LTD <JASON SHEARER-SMITH FAM A/C>	808,333
MS DAN LIU	774,523
MRS SHALEAH MARSCHKE	650,000
SILK ROAD CORPORATE FINANCE PTY LTD	599,656
MR BROCK LACHLAN RODWELL	599,500
MR LEO FERDINANDO CESTER & MRS MARIA HENDRIKA CESTER <CESTER SUPER FUND A/C>	494,860
GREGORY J WOOD & ASSOCIATES PTY LTD <THE G J WOOD FAMILY A/C>	414,400
SHIPLEY NOMINEES PTY LTD	400,000
IHODS SUPER FUND PTY LTD <VAD SUPER FUND A/C>	343,750
MR NEIL ATHERTON DAY & DR PAUL MELVILLE DAY <NEIL ATHERTON DAY SUPER A/C>	297,044
INVIA CUSTODIAN PTY LIMITED <GRAEME PEARSON FAMILY A/C>	293,750
MRS TI WAN NG	290,868
DR PAUL ANTHONY PORTER & DR TI-WAN NG <PORTER FAMILY A/C>	240,000
	34,278,941
Balance of Register	5,764,943
Total of Securities	40,043,884

On-Market Buy Back: There is currently no on-market buy back.

ANTI COUNTERFEIT TECH COMPARISON

ATTRIBUTE	RFID	NFC	HOLOGRAM	MICRODOT	UV&IR INKS	CODED TAGGANTS	YPB
COST PER APPLICATION (\$USC)	15-30	10-25	2-5	2-5	2	1-2	1
PASS/FAIL READER	✓	✓	×	×	×	✓	✓
UNIQUE PRODUCT ID PER UNIT	✓	✓	×	✓	×	PARTIAL	✓
RAPID AUTOMATED SCANNING	✓	✓	×	×	✓	×	✓
CAN BE SCANNED AT A DISTANCE >1M	✓	×	×	×	×	×	×
INVISIBLE TO THE EYE EVEN UNDER IR/UV/MAGNIFICATION	×	×	×	×	×	×	✓
DURABILITY - TRACEABLE IF BURNT	×	×	×	★	★	★	★★★★
EASE OF APPLICATION	★	★	★★	★★	★★★★	★★	★★★★
TRACK AND TRACE ENABLED	✓	✓	×	✓	×	✓	✓
READER UNDER US\$20	×	N/A	N/A	×	✓	×	✓

REFERENCES FOR CLAIMS MADE IN THIS PRESENTATION:

"COUNTERFEIT A GREAT PROBLEM CUSTOMER ENGAGEMENT A GREAT OPPORTUNITY"

A: Source: ICC Global Impacts Study 2008

B: The claim is the combination of the following:

1. Anti-counterfeit Packaging Market - 128.6bn by 2019

<http://www.marketsandmarkets.com/Market-Reports/anti-counterfeit-packaging-advanced-technologies-and-global-market-129.html>

2. Product Authentication - 142.7 billion by 2020 <https://www.alliedmarketresearch.com/anti-counterfeit-market>

3. Online Brand Protection – 3.8 Billion by 2018 - <http://www.smitherspira.com/news/2013/december/global-brand-protection-market-forecast-to-2018>

C: Customer Engagement – 32.4 Billion by 2018 -

<http://www.forbes.com/sites/forrester/2013/08/09/mobile-engagement-providers-will-be-a-new-32-4-billion-market-by-2018/>

"YPB THE SOLE CERTIFIED COMPANY IN CHINA WITH INVISIBLE TRACER"

Industry figures source: China Trade Association for Anti Counterfeiting