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**GLOBAL LEADER IN ANTI COUNTERFEIT TECHNOLOGY**  
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**ASX: YPB**

**ASX/MEDIA ANNOUNCEMENT**

**28 April 2016**

**First re-order for YPB in Mexico**

YPB Group Limited (ASX:YPB) has received its first reorder of high security vital record documents in Mexico, further validating the depth of potential business and revenue from the Affyrmx JV.

The reorder will see YPB provide an additional 200,000 high security vital record documents to the State of Jalisco, one of the largest of the 32 states in Mexico.

Announced in January 2016 and with a six year duration, the JV with Affyrmx LLC for the supply of government documents will initially focus on Mexico, and includes (but is not limited to) visas, vital records, ID cards and financial instruments.

Mexico has a population of more than 120 million and with 31 states plus one federated state, there are 32 potential sources of vital record documentation in the country. It is estimated that the total market for the supply of vital record documents in Mexico is 50-60 million documents per annum. Vital record documents are used by each state to document and certify births, deaths, marriage registrations and more.

YPB Executive Chairman John Houston said: "We are delighted that the Affyrmx JV has quickly provided an additional and rapidly growing revenue stream to YPB. The first reorder from the State of Jalisco indicates that this business has solid revenue potential. This is further validation of YPB's reputation as a trusted source of anti-counterfeit solutions to the highest levels of Government."

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## **About YPB**

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB's patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB's full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

### **PROTECT**

#### **Security print packaging and labeling**

YPB offers a wide range of intelligent security packaging and labeling solutions that can be included into almost any material and is a cost effective brand protection solution for companies wanting to protect the integrity and value of their brands in high-risk markets.

#### **IP solutions & forensic services**

YPB's IP solution specialists will work with quality brands and Governments, to develop personalised brand protection strategies and solutions that will deliver real protection and safety for 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 that 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 will consult with a brand owner to develop strategic solutions to protect the brand 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 divergent products and allows brands to connect and engage with consumers via QR codes, near field communication, track and trace, product scanning and consumer engagement. Giving brand owners valuable and actionable "big data" about their consumers and products through a powerful data analytics capability.