

ASX/MEDIA ANNOUNCEMENT**ASX: YPB | 13th March 2017****YPB Group signs MOU with Le Mac Australia**

- **YPB has entered into a Memorandum of Understanding with Le Mac Australia Pty Ltd for the provision of its PROTECT Anti-Counterfeit technologies**
- **Le Mac is an Australian based Company producing shrink sleeves, increasingly being used on Australian made products that are being exported to China and South East Asia**
- **Contract shows the increased awareness of companies in Australia in protecting their brands.**

Brand Protection and Customer Engagement solutions company YPB Group Ltd (ASX: YPB) is pleased to announce that it has entered into an MOU, with a view to formalising a supply contract, with Le Mac Australia Pty Ltd.

The Le Mac Australia Group was established in 1984 and began with a focus on providing tamper evident packaging using imported shrink sleeves from Fuji Seal Japan. Evolving over the years, the company now offers a wide range of packaging and labeling solutions covering container decoration, tamper evidence and multi-packing.

Le Mac Australia is located in Mulgrave NSW and is well recognized in the industry as an innovator and market leader in shrink sleeve technology with numerous awards to attest to this position. Their "Mutiny" parchment-like shrink sleeve, which won two gold and "Best of Show" at the last Australian Packaging Awards is a fine example of the cutting-edge, value-added technology Le Mac brings to the market.

YPB will provide its covert (invisible) tracer to Le Mac who will then offer this unique Anti-Counterfeit technology to its clients. Le Mac's clients will benefit from their end customers having increased confidence that they are purchasing authentic products.

The agreement has already guaranteed five million items for the remainder of 2017, however Le Mac produce hundreds of millions of sleeves annually.

Mr. Mike Cowan – Managing Director of Le Mac Australia said, "We are really excited to be partnering with YPB Group Ltd. We constantly strive to improve our service offering to our clients and product authenticity is an area where we wish to lead the way. For two Australian Companies to be able to bring our technology to the world market is a really exciting for both parties."

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YPB Executive Chairman John Houston said: "Le Mac is a great Australian success story of exporting Australian know-how globally. We are proud to partner with Le Mac and provide our world leading technology. We see tremendous opportunities for the future in this relationship with Le Mac"

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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, and Mexico.

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.



PROTECT | DETECT | CONNECT

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.

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