

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 15th March 2017

YPB Patent for smartphone connectable scanner published in USA

- **USA Patent enhances previously granted China Patent for “On the Go” or “OTG” scanner**
- **Extends interface to “Bluetooth” and other wireless connections to mobile smartphones as well as USB connectivity**

Brand Protection and Customer Engagement solutions Company YPB Group Ltd (ASX: YPB) is pleased to announce that it has received notification from the US Patent office of the publication of Patent number US 2017/0061183 A1. The publication of a Patent application marks the date at which it is publicly available and, therefore, at which it forms full prior art for other Patent applications worldwide.

This Patent extends the scanner utility Patent granted on 17th February 2016 by China’s SIPO. This USA Patent application extends the protection of the China SIPO Patent to include wireless connectivity capabilities for YPB’s scanner technology - most immediately, to enable the scanner to connect to smartphones via, for example, Bluetooth as well as USB connectivity.

YPB now has amassed a significant IP portfolio of 16 Patents in total with 8 Patents granted and 8 pending in various jurisdictions.

YPB believes that unique intellectual property is demonstrably the ultimate wealth creation vehicle as returns are high and capital needs low. At IPO, YPB possessed an IP Portfolio of 2 granted and 1 pending Patents and the expansion of the Patent portfolio to 16 has built a valuable asset. We continue to invest in our intellectual property base in both our heritage Anti-Counterfeit technologies and new Supply Chain Security and Customer Engagement software (although software is typically not patented). Given the intellectual property portfolio we have developed, we are now ideally positioned to benefit from our substantial investment in intellectual property, people and networks.

YPB Executive Chairman John Houston said: “Building an Intellectual Property portfolio has been a strategy since inception and the milestone of having the earlier China Patent extended to the USA is valuable for YPB and our customers. YPB believes in a world where products can be scanned using smartphones as a convenient means of product authentication and a trigger for valuable customer engagement.”

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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, 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.

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

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PROTECT | DETECT | 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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