

PROTECT | DETECT | CONNECT

High opportunity and high need
Brand Protection and Cloud based Customer
Connection

FIGHTING FAKES

BUILDING CONNECTION



PROTECT | DETECT | CONNECT

YPB IS ON THE THRESHOLD OF TRANSFORMATIONAL SUCCESS

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

ON SUCCESS THRESHOLD

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

BRAND PROTECTION

CUSTOMER CONNECTION

GOVERNMENT VITAL DOCUMENTS

COUNTERFEIT A HUGE *PROBLEM*

CLOUD BASED CUSTOMER CONNECTION A GREAT *OPPORTUNITY*

1.7

TRILLION USD

Value of global counterfeit market

285

BILLION USD

Spend on anti-counterfeit measures by 2020

32.4

BILLION USD

Spend on customer Connection by 2018

1

YPB

the only company with an end-to-end solution



RIGHT PLACE & RIGHT TIME

YPB stands to profit from global structural tailwinds

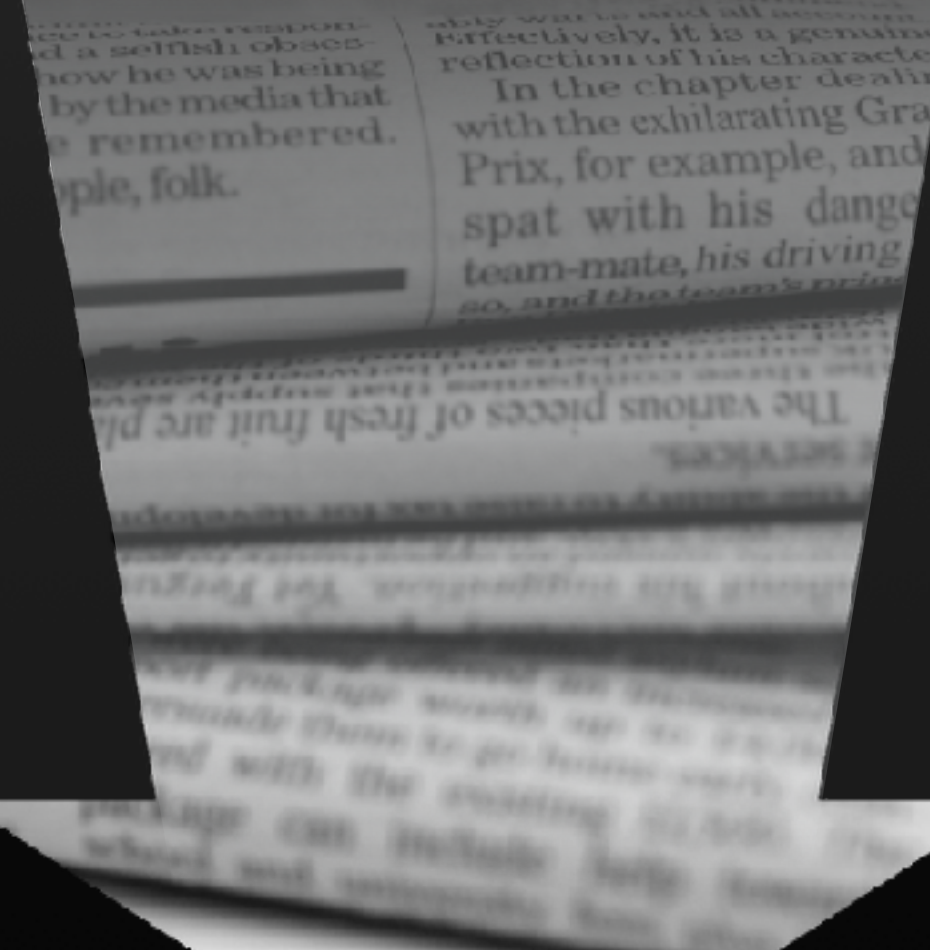


Emerging pan-Asian middle class

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

Decline of mass marketing

Audiences are moving to personalised media intake.



Rise of Customer Connection

Emerging technologies allow connection 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 Cloud based Customer Connection solution

PROTECT

Integration of protection technologies for brands and government vital documents.



DETECT

Verification secures supply chains and allows customer authentication.



CONNECT

Customer connection technology supports direct relationship between brand and customer.

YPB TACKLES THE PAN-ASIAN COUNTERFEIT EPIDEMIC

FAKE REAL?

Big Opportunity, Big Problem

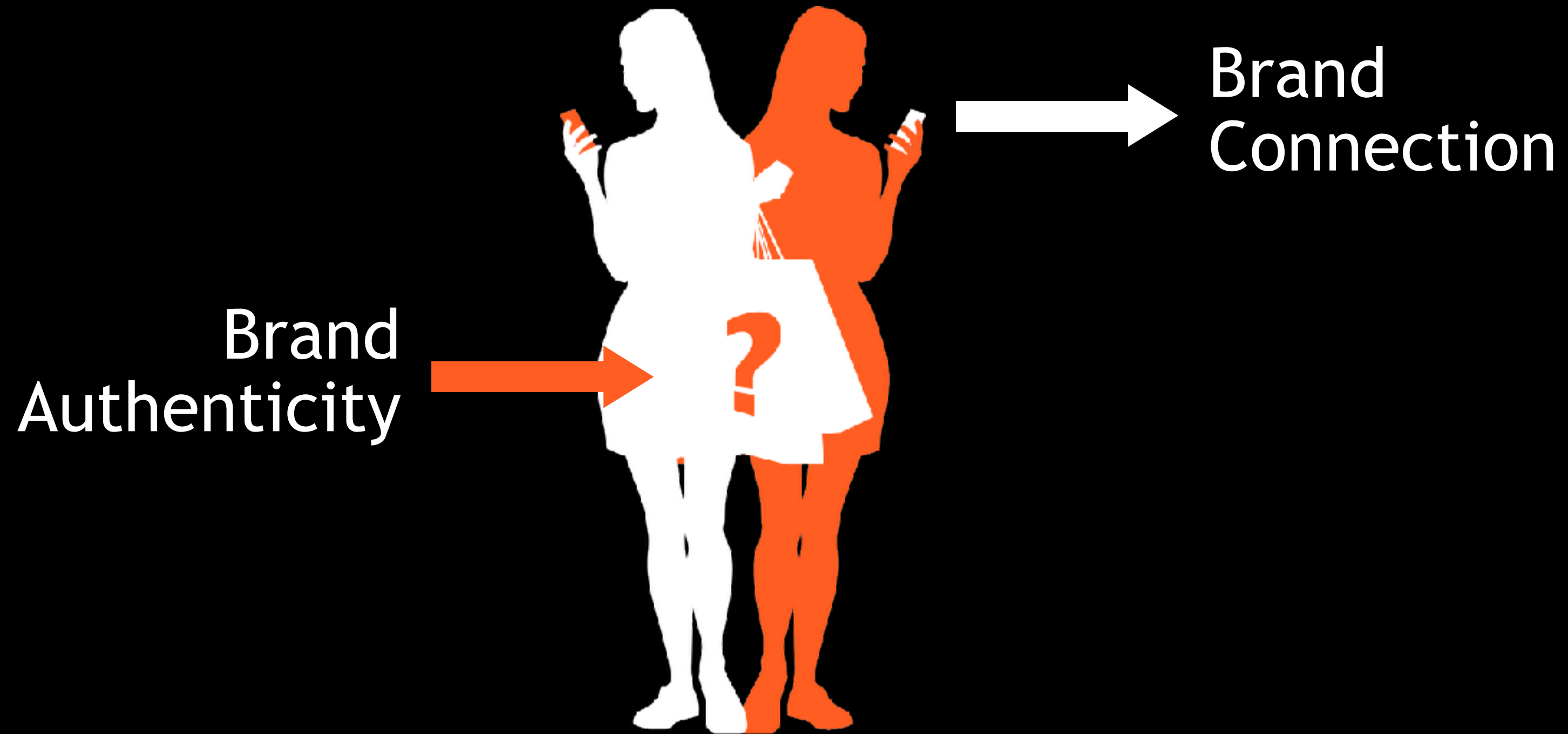
Brands covet 800m new Pan-Asian customers but fake risks are huge.



YPB's Big Solution

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

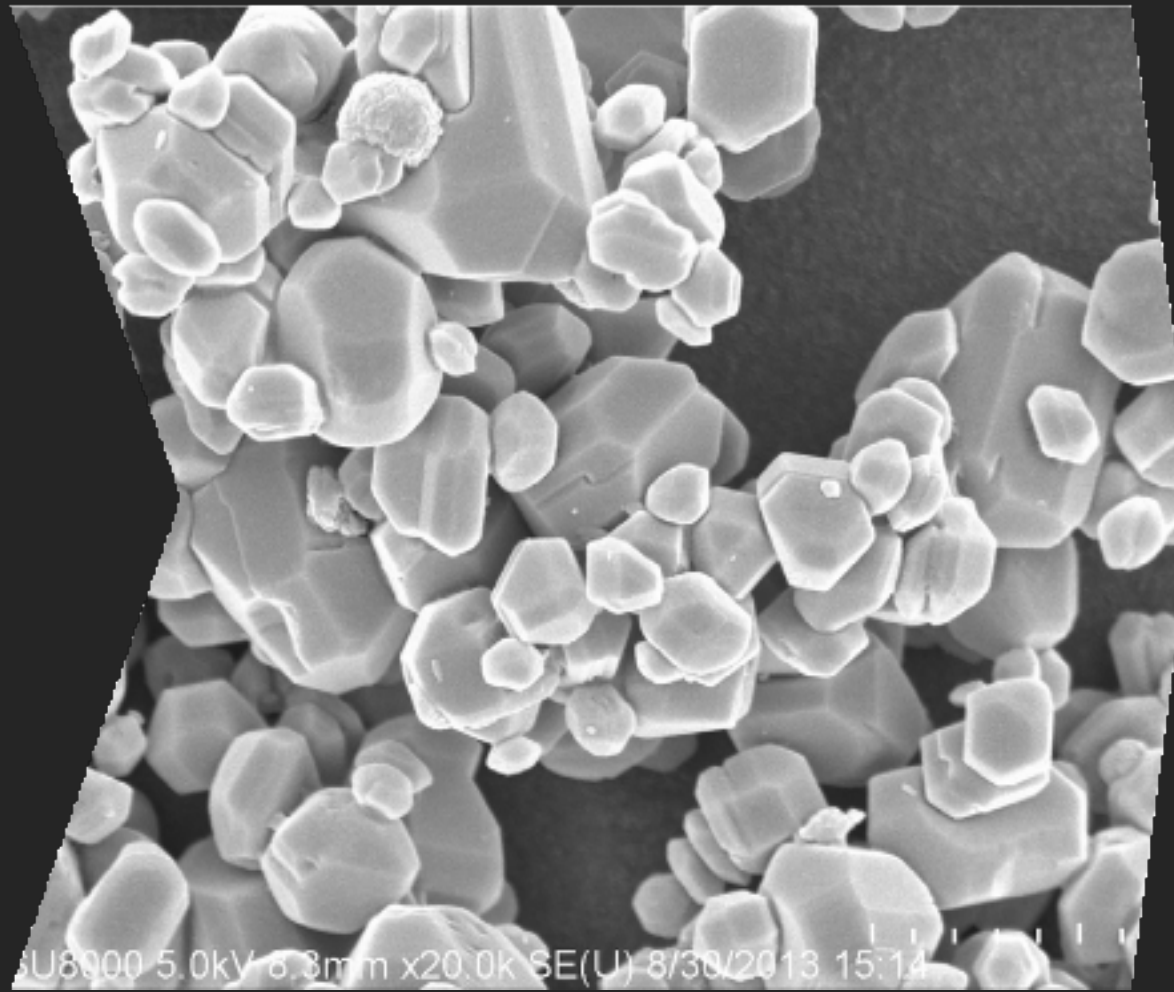
AUTHENTICITY TRIGGERS CONNECTION YPB EMPOWERS BOTH



YPB's MAJOR TECHNOLOGY ADVANTAGE FROM TOTAL INVISIBILITY

Patented forensic covert tracer - invisible, uncopiable, indestructible, safe

YPB particle size 2-5 microns



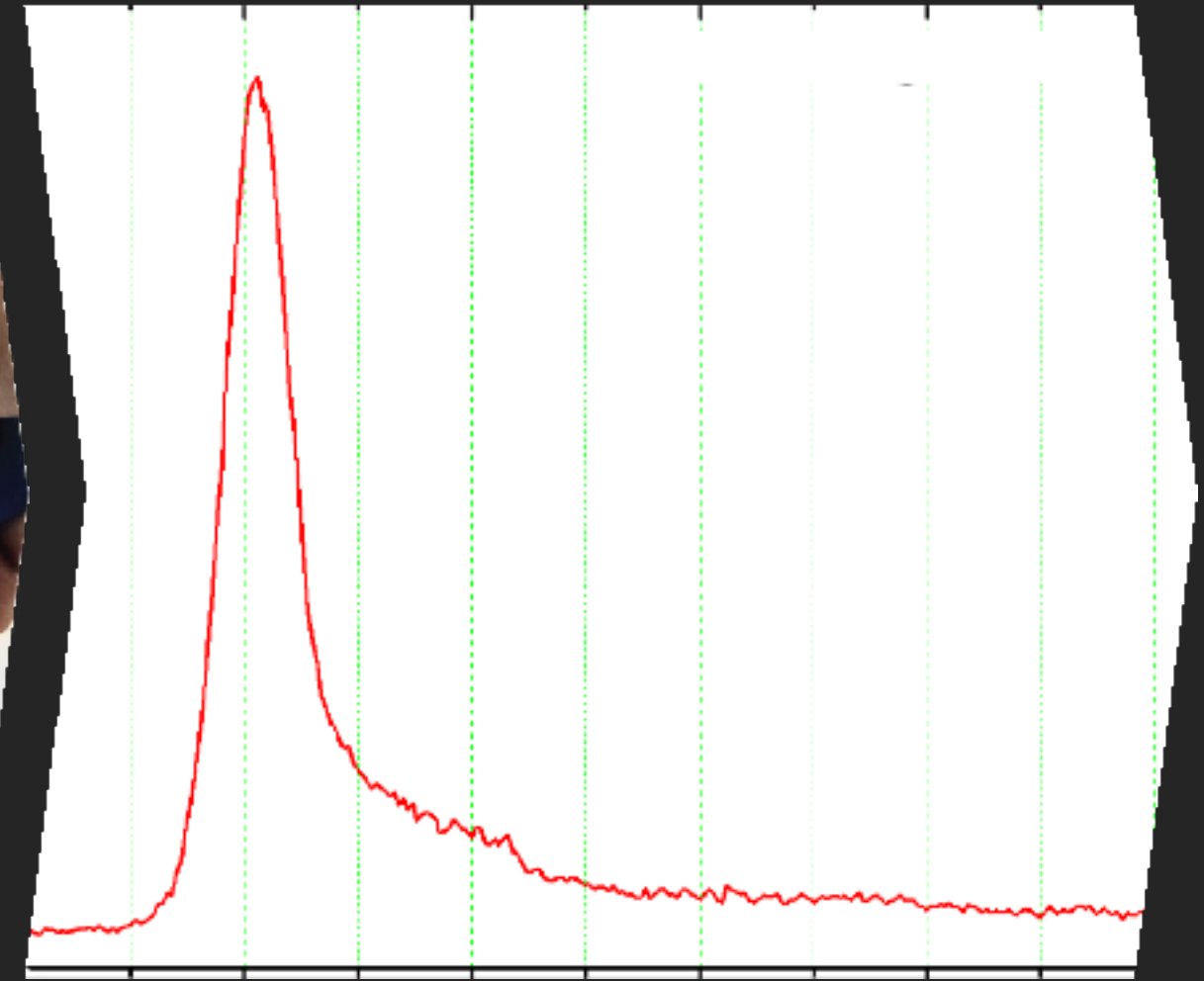
YPB INVISIBLE TRACER

YPB tracer on product



YPB SCANNER EXCITES THE TRACER

YPB scanner reads the signature



YPB TRACER EMITS AN INVISIBLE RESPONSE

YPB 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



BRAND PROTECTION INTEGRATED WITH CUSTOMER CONNECTION

Digital authentication & information display



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



YPB's Tracer-Scanner confirms authenticity



Verified

Not Verified

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.

WE HAVE BUILT THE PLATFORM FOR SUCCESS

1. TECHNOLOGY

- ▶ A complete end to end technology suite
 - *At listing*
 - PROTECT products
 - DETECT fakes
 - 2 patents
 - *Now*
 - PROTECT products
 - DETECT fakes and supply chain leakage
 - CONNECT brands and customers
 - 8 patents granted, 8 pending
 - *Vital Government Documents*
 - Extension of technology and expertise
 - Credibility
 - *Retail Anti-Theft*
 - Strong stand-alone business
 - Trojan Horse for higher value technologies

2. TALENT

- ▶ Built talent to commercialise technology
 - *Superior, proven business builders*

3. NETWORKS

- ▶ Built networks to accelerate market penetration
 - *Multiplier Partnership*
 - Lower cost
 - Lower capital
 - Lower risk
 - Vastly greater access to vastly superior clients

4. FOOTPRINT

- ▶ Built geographic footprint
 - *China, Australia, SE Asia, Sub-Continent, Mexico, USA*

YPB'S NEW BUSINESS PIPELINE HAS GROWN RAPIDLY to A\$117m



YPB'S KEY FINANCIAL MILESTONES FOR 2017

1. CASHFLOW BREAK-EVEN

end June 2017

2. 2017 PROFIT

Pre-tax profit \$5m

Subject to key contract closures by end June

YPB IS ON THE THRESHOLD OF TRANSFORMATIONAL SUCCESS

1. BUILD

- ▶ Technology, talent, networks, geographies

2. MARKET

- ▶ 2016: strong interest in full PROTECT DETECT CONNECT suite confirmed
 - potential new business pipeline from \$20m to \$117m in 2017
- ▶ High need high opportunity markets

3. CONVERT

- ▶ 2017: intense conversion of \$117m pipeline underway to build revenue for profitability
- ▶ Precise timing controlled by clients

4. TRANSFORM

- ▶ Modest percentage conversion of A\$117m pipeline to revenue will be transformational
- ▶ Exponential profit growth will follow crossing the breakeven threshold

Join us for a chat
to learn more about
an exciting investment opportunity
with a great upscale potential.



John Houston
Executive Chairman
20 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

REFERENCES FOR CLAIMS MADE IN THIS PRESENTATION:

"COUNTERFEIT A GREAT PROBLEM CUSTOMER ConnectionA 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 Connection- 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

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