

ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 7 November 2016

YPB EXECUTES SUPPLY AGREEMENT WITH ORORA

- **In May 2016 YPB announced the signing of a Memorandum of Understanding ('MOU') with packaging company Orora (ASX: ORA)**
- **MOU now superseded by Supply Agreement**
- **YPB to offer full suite of products to Orora customers**

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) is pleased to confirm that following the signing of an MOU with Orora Limited (ASX:ORA) in May, a Supply Agreement for YPB's full PROTECT, DETECT, CONNECT solutions suite has now been executed. Under the agreement YPB and Orora will partner to take YPB's Brand Protection and Customer Engagement solutions to Orora's customers.

Orora, with a turnover exceeding AUD\$3.8Bn, is an innovative, customer-focused, leading provider of packaging solutions to the manufacturers of beverages (including beer, wine, soft drink and spirits), fruit and vegetables, meat and seafood producers. Orora has 40 manufacturing plants and 87 distribution sites across seven countries and approximately 6,200 team members. It supplies packaging products and services to grocery, fast-moving consumer goods and industrial markets in Australia, New Zealand, USA, Canada and Mexico.

Under the agreement, Orora will be able to offer its customers the option to protect their brands with YPB's patented and unique Brand Protection, Secure Supply Chain and Direct Customer Engagement.

YPB Executive Chairman John Houston said: "This exciting relationship with Orora is the most significant milestone to date for YPB in the progress of our *Multiplier Partnership* strategy and follows a similar arrangement with leading FMCG tubing supplier, Impact International, in July. *Multiplier Partnerships* allow us to far more rapidly and effectively penetrate markets at much lower cost and with much less risk than labouring alone. We are delighted Orora, with its enviable customer base and geographic spread, has recognised the value our unique Brand Protection, Secure Supply Chain and Customer Engagement solutions can deliver to its customers."

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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, 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.

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