

Global Marketing
Launch of
Breakthrough
Anti-Counterfeit
Technology
MotifMicro™

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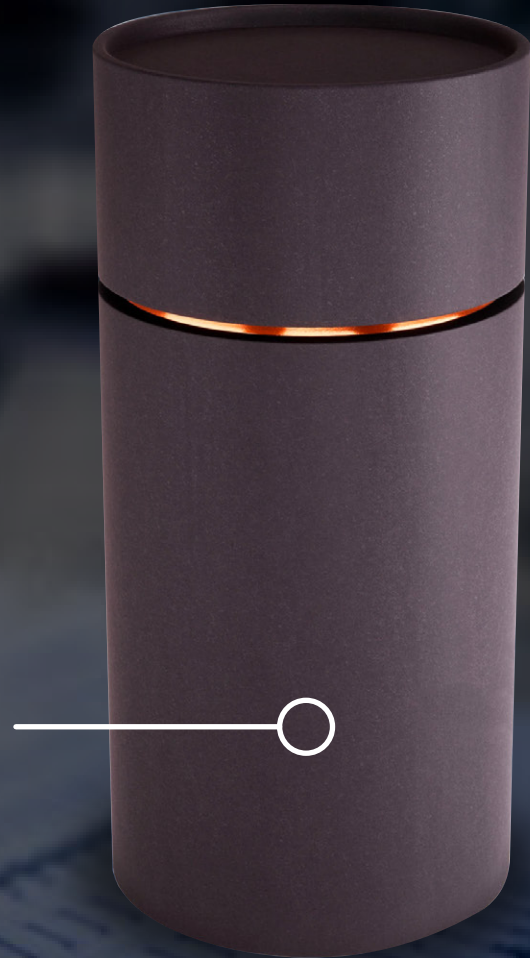
Global Marketing Launch of MotifMicro™

Breakthrough forensic smartphone readable anti-counterfeit technology



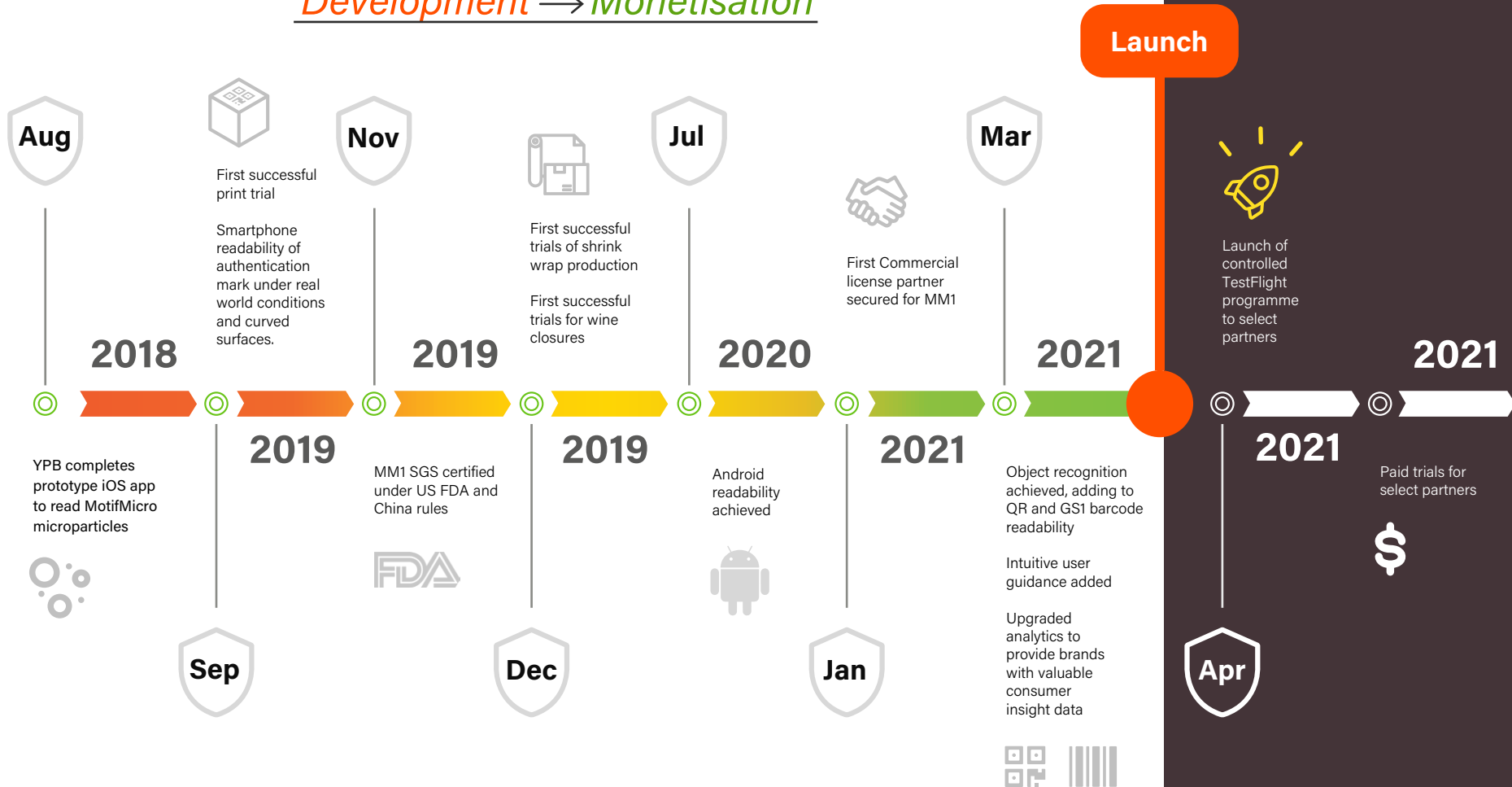
- **Controlled iOS TestFlight release**
- **Select qualified targets**
- **Paid commercial trials planned**
- **Timelines compressed by prior testing**
- **Global partners engaged**

- ✓ It's invisible and inexpensive
- ✓ Effectively embedded DNA
- ✓ Inorganic and extremely robust
- ✓ Cannot be spoofed or destroyed
- ✓ Easily integrated into multiple substrates or inks



MotifMicro™ Shifts Gears

Development → *Monetisation*



MotifMicro™ - Breakthrough Solution for Mass Market



World's only Smartphone Readable Forensic Anti-Counterfeit Technology



YPB has invested
~ \$7,500,000
to date on
MotifMicro™



Built significant R&D software
facility in Bangkok with
doctorate level AI capability

MotifMicro™ 2

MotifMicro future
proofs YPB with
"MM2" to come



World's only company
with a simple to
implement material
science, smartphone
based solution to
counterfeit and
consumer engagement

MotifMicro™ The Pathway to Revenue

Steps to follow the "TestFlight" launch



Two Key Opportunity Routes

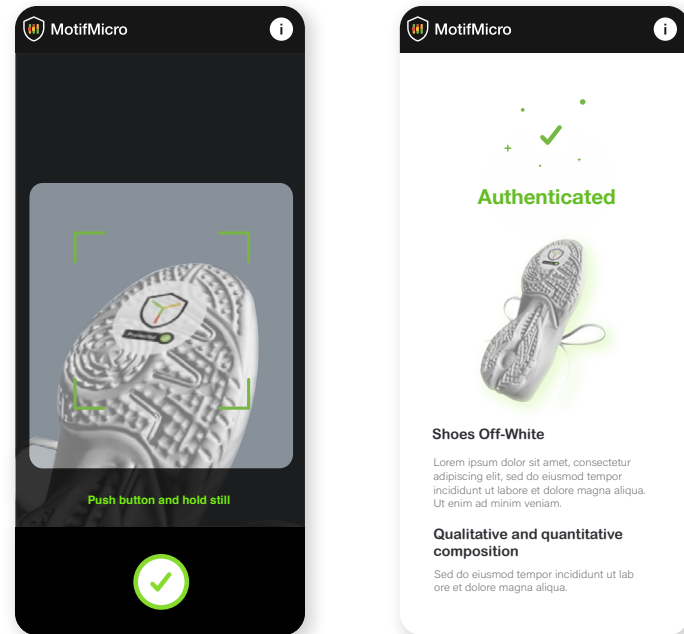
B2B

- Government and supply chains
- Official documents, tax stamps, licenses
- Ultra high volume



B2C

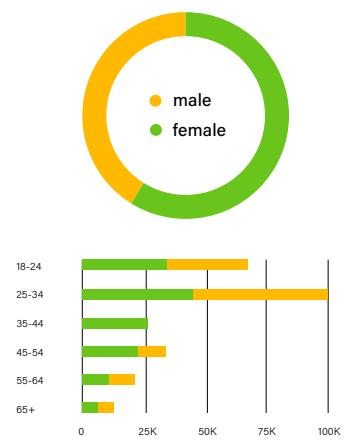
- Consumer brands
- Consumer self-authentication of product
- Authentication triggers engagement



Frictionless Adoption

Ease of integration with existing assets

Valuable marketing data generated



QR codes, brand logos, and GS1 barcodes can be identified using YPB's machine learning technology leaving packaging unaltered.

The smartphone reads the embedded microparticles within the product packaging

Authenticity Triggers Engagement

Valuable product data including demographic, geographic, and first party data can be captured.

YPB Highly Leveraged to MotifMicro's success



Global

Gear growth via channel partners:

- ✓ Packaging suppliers
- ✓ Production line suppliers
- ✓ Security Printers
- ✓ Manufacturers
- ✓ Brands
- ✓ Governments



Scalability

- ✓ Revenue per unit application
- ✓ High volume sectors
- ✓ Increasing digital consumer engagement



Leverage

- ✓ Magnify resources via partners
- ✓ Keep headcount low
- ✓ Keep overheads low
- ✓ Incremental revenue very high margin



1 billion
products marked

200 million
Connect codes
issues

Thousands of
consumers
protected daily

10 Years in
Anti-Counterfeit

One company
 YPB

The value of counterfeit and pirated goods is estimated to be \$2.3 trillion by 2022



Risk to Brands and Companies

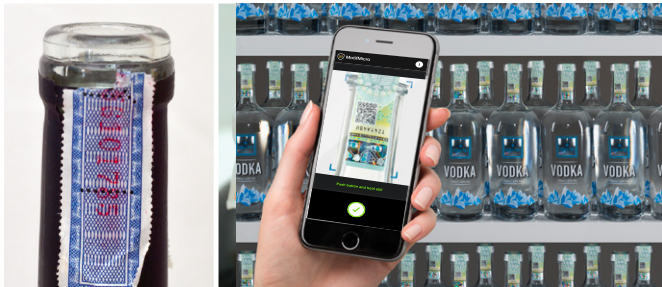
- Damages Reputation
- Degrades Market Value
- Loses Consumer Trust and Loyalty
- Puts Lives at Risk

Risk to Consumers

- Long-term Health Problems
- Exposure to Illegal Colouring Agents
- Safety Risk (Pharmaceuticals)
- Fake Vaccines

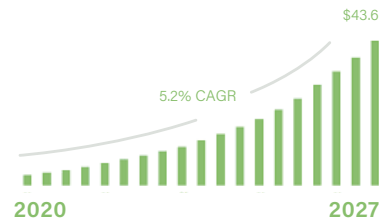
Source: Frontier Economics
<https://iccwbo.org/media-wall/news-speeches/global-impacts-counterfeiting-piracy-reach-us4-2-trillion-2022/>

Billions of dollars are spent globally on smart packaging



\$43.6 billion

Global smart packaging growth by 2027



The global smart packaging market is expected to reach **\$43.6 billion by 2027, at a CAGR of 5.2%** during the forecast period of 2020 to 2027

\$4.92 billion

APAC market by the end of 2021



The Asia-Pacific market is expected to grow at the highest CAGR.

The changing lifestyle, demand for branded products, and for fresh & quality food are the factors driving the growth in this region.

The increasing demand for advanced packaging solutions from the food processing & pharmaceutical sector, growing consumer concern for food wastage reduction, and rising demand for smart & functional packaging are the major factors driving the growth of this market.

The growing E-commerce market and rising industrialisation coupled with strong demand for superior logistics and supply chain management are likely to create lucrative opportunities for players operating in this market.



Thank you

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