



Annual General Meeting FY 2020

held by Zoom 26 May 2021



1 billion
products marked

200 million
codes issued

Thousands
of consumers
protected daily

10 Years
in Anti-Counterfeit

One company
YPB

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Key Highlights



- ✓ MotifMicro is transformational for YPB
- ✓ Considerable and growing value in YPB's other products
- ✓ YPB is driving hard to profitability
- ✓ 2021 is year for revenue growth with closely controlled cost growth

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

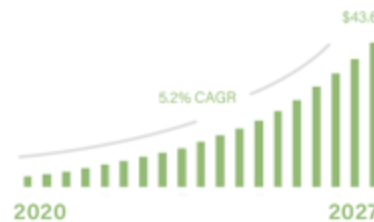
So .. billions of dollars are spent globally on smart packaging



- ✓ Advanced packaging solutions from food processing & pharmaceutical sectors
- ✓ Growing consumer concern for foods
- ✓ Rising demand for smart & functional packaging
- ✓ Growing E-commerce market
- ✓ Strong demand for superior logistics and supply chain management

\$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.

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

Source: Meticulous Research <https://www.meticulousresearch.com/product/smart-packaging-market-5119>

Source: Mordor Intelligence <https://www.mordorintelligence.com/industry-reports/asia-pacific-active-and-intelligent-packaging-market-industry>

MotifMicro™ – unique technology globally launched Q2 2021



- ✓ Readable by unmodified smartphone
- ✓ Forensic
- ✓ Invisible

- ✓ Uncopiable
- ✓ SGS verified to meet US and China food contact standards



Global marketing push



YPB has invested US\$7.5M to date on MotifMicro™

Trialled successfully across high speed printing processes

Global marketing now released to targeted prospects

World's first company with a simple to implement micro particle smartphone-based solution to counterfeit and consumer engagement

MotifMicro™ is Transformational for YPB

First adopter signed in US apparel resale market

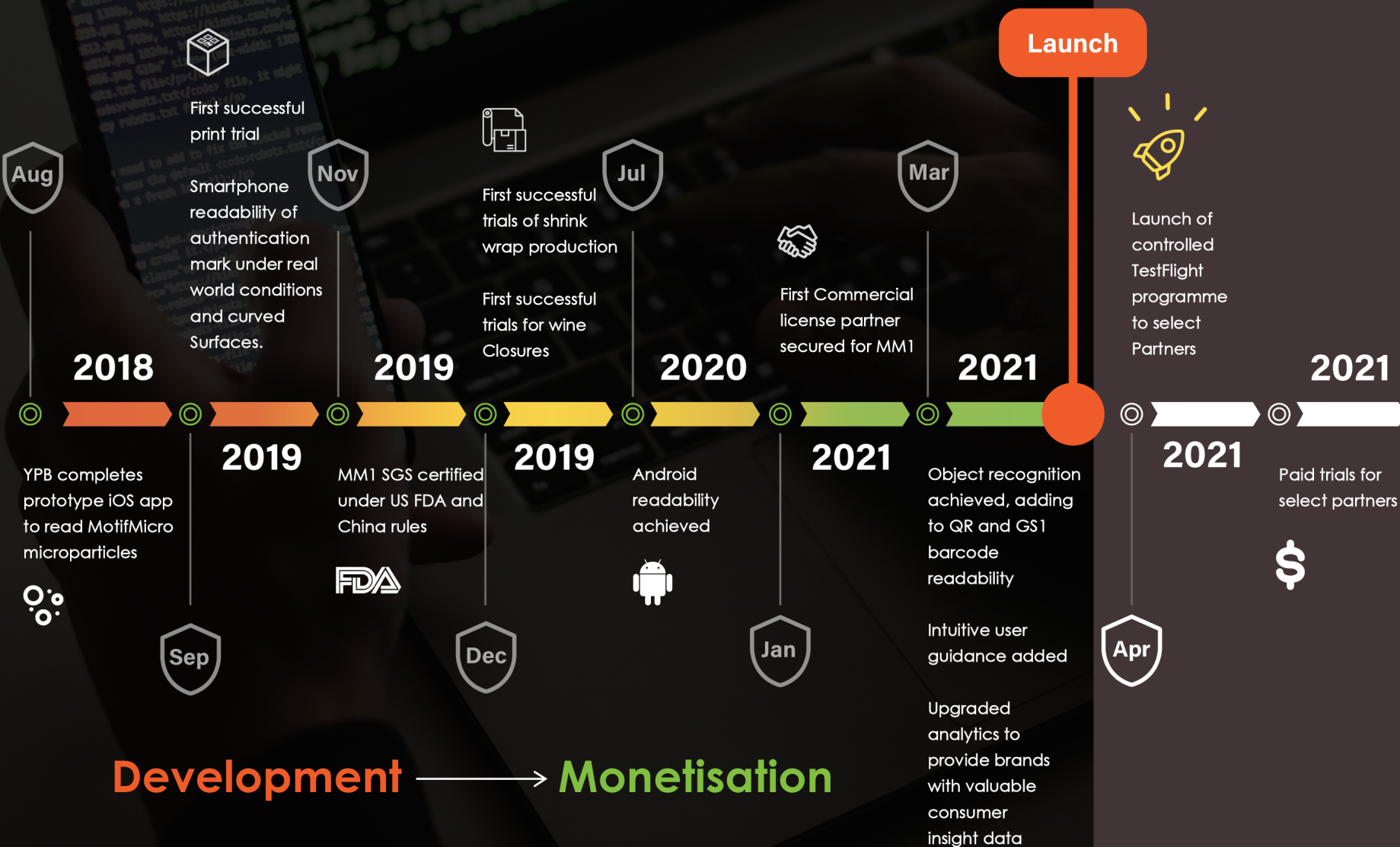


- ✓ Leverages the ubiquitous smartphone as the scanner
- ✓ Simple to incorporate into high volume production lines
- ✓ Can be integrated into existing brand packaging without the need to re-design
- ✓ Very low cost per unit of production (High Margin)
- ✓ Simple and intuitive smartphone interface
- ✓ Highly accurate results



MotifMicro™

Huge efforts to develop - highly probable to pay off



MotifMicro™ greatly expands YPB's addressable market with high margins and profit leverage



Targets contain ultra high volume opportunities which can lead to step change in revenue



B2B

- Tax Stamps
- Identify documents
- Supply Chains
- Vehicle registrations
- Tax receipts in China
- Imports
- Customs



B2C

Targets include global brands and new territories

MotifMicro is transformational for YPB

- ✓ MM eliminates the key barrier to widespread adoption – smartphone readability
- ✓ The ubiquitous smartphone is the scanner!
- ✓ Simple to incorporate into high volume production lines
- ✓ Can be integrated into existing brand packaging without the need to re-design
- ✓ Very low cost per unit of production
- ✓ Simple and intuitive smartphone interface
- ✓ Highly accurate results
- ✓ IP protected

Two Key Opportunity Routes

Triggering Engagement from supply chain to consumer

B2B

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

B2C

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



Connect 2 now launched – 200 million codes issued

- ✓ Offers brands direct consumer engagement anywhere in the world
- ✓ 2021 looks more promising than 2020 for CONNECT
- ✓ The COVID – 19 pandemic helped bring awareness to QR adoption in Western Markets



MACHINE LEARNING



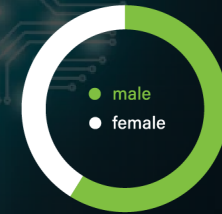
QR CODE



LOGO



BARCODE



YPB pioneered the first QR code platform of its kind in Australia.

The smartphone reads the Serialised QR code

Authenticity Triggers Engagement

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

Core elements of YPB 2021 strategy to grow revenues

Connect – MotifMicro – Tracer



Products

- ✓ Tracer/Scanner still in demand in China
- ✓ Connect
 - Serialisation
 - Track and Trace
 - Static codes
- ✓ MotifMicro1 2021
- ✓ MotifMicro2 2022



Target markets

- ✓ High volume high value Customers
- ✓ Channel partners currently being engaged
- ✓ Opportunistic verticals, US sneaker re-sale market, Tax stamps, Vaccines
- ✓ B2B and B2C



Profit leverage

- ✓ Magnify resources through tech hub in Thailand with lean cost base
- ✓ Materials production proven in China at low cost high output
- ✓ Scalable with minimum incremental costs
- ✓ Employees highly incentivised through equity opportunities

Revenue can grow materially on a highly scalable low cost base



MotifMicro

- Generating considerable interest
- Expands addressable market
- Ideal for channel partners anywhere in the world

Sales strategies more effective

- China opportunity best so far
- Connect sales increasing
- Methodical and targeted

Product suite improvements

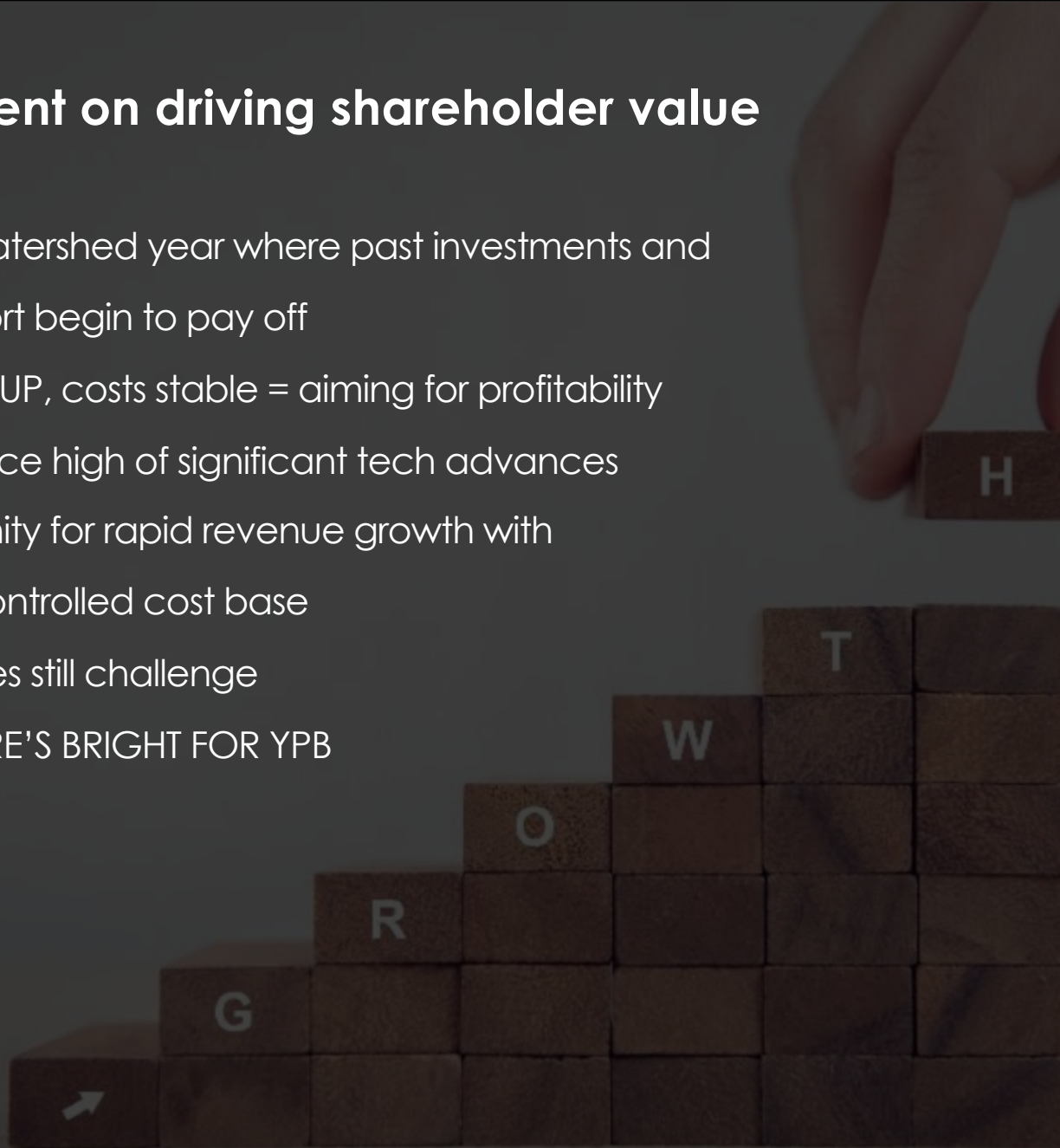
- Connect 2 launch
- Increased Track & Trace capability
- YPB's Tracer showing most interest in China
- QR interest can drive CONNECT opportunities

Routes to market improved

- 2020 proven we can grow sales remotely in Australia
- Channel partner strategy leveraged

YPB intent on driving shareholder value

- ✓ 2021 a watershed year where past investments and huge effort begin to pay off
- ✓ Revenue UP, costs stable = aiming for profitability
- ✓ Confidence high of significant tech advances
- ✓ Opportunity for rapid revenue growth with closely controlled cost base
- ✓ Lead times still challenge
- ✓ THE FUTURE'S BRIGHT FOR YPB





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One company





Thank you

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