

ASX ANNOUNCEMENT

ASX: YPB | 18th November 2021

Further success for YPB QR codes in export dairy sector

- **3-year Master Service Agreement with Australian Dairy Nutritionals Group (AHF)**
- **AHF (ASX: AHF) is a vertically integrated dairy company located in the heart of dairy country in Victoria Australia. AHF has just launched a premium range of infant formulas which will incorporate YPB's QR technology.**
- **YPB's early vision for QR technology gaining momentum through CONNECT**

Anti-counterfeit and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it has signed a 3-year Master Service Agreement (MSA) to supply its CONNECT platform and serialised QR codes to Australian Dairy Nutritionals Group (ASX: AHF).

CONNECT is an integrated product authentication, track and trace, and consumer engagement SaaS platform that simultaneously helps brands deal with counterfeit, improve supply chain efficiencies and engage directly with end consumers of their products through the use of serialised QR codes.

AHF is a vertically integrated dairy farmer and dairy goods producer, owning 3 specialist dairy farms and a dairy manufacturing factory in Camperdown, Victoria. Its branded products are sold throughout Australia through a range of channels. It also contract manufactures for a selection of premium dairy brands.

The key terms of the MSA are as follows:

- The MSA is between YPB and Australian Nutritionals Group Limited (AHF).
- AHF appoints YPB as the preferred supplier of serialised QR codes to their products during the term.
- The term of the MSA is 3 years with either party being able to extend the term for a further term of 2 years unless either party gives notice to the other 30 days prior to the end of the initial term not to extend.
- The MSA does not provide for a minimum purchase quantity in the first 12 months.
- YPB considers that the MSA with AHF is material as it signifies a significant preferred supplier agreement within the export dairy sector.
- The MSA contains other standard terms for a supply agreement of this nature including provisions relating to the use relating to the CONNECT platform and serialised QR codes and ownership of intellectual property rights relating to CONNECT being retained by YPB.

The contract is for a 3-year term and will initially be used for AHF's future Gradulac Gentle range of infant formula.



YPB Group CEO John Houston said: "It is pleasing to see our strategy of targeting specific industry verticals adding a further customer to our dairy customer portfolio. AHF's Camperdown Dairy has a proud and long history, and I look forward to YPB helping AHF drive the value of its brands and grow the lifetime value of its customers through direct, technology-enabled consumer engagement."

This announcement has been authorised by the Board of YPB Group Limited.

Ends.

For further information please contact:

Investor enquiries

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About YPB Group

YPB Group Limited (ASX: YPB) is an Australia-based product authentication and consumer engagement solutions provider. YPB's proprietary smartphone enabled technology suite allows consumers to confirm product authenticity and, for brands, that triggers consumers' engagement.

The combination of YPB's smartphone authentication solutions and its SaaS CONNECT platform, creates 'smart' product packaging, opening cost-effective, digital and direct marketing channels between brands and their consumers. CONNECT gathers actionable data on consumer preferences. It can then host tailored marketing campaigns directly back to the scanning smartphone.

YPB is currently focused on the rapidly growing Australian, South East Asian, and Chinese markets. Its focus is dairy, cannabis, alcohol and cosmetics where the viral growth of fake products, particularly in Asia, affects brand value and endangers consumers. To learn more please visit: ypbsystems.com

About Australian Dairy Nutritionals

Australian Dairy Nutritionals Group (AHF) is a vertically integrated Australian dairy group which owns high quality organic and organic A2 dairy farms, and a processing facility located in Southwestern Victoria, the 'Golden Triangle' of Australia's dairy industry. AHF have now added to the award-winning milks and yoghurts with a new premium range of infant formulas and are nearing completion of a purpose-built infant formula factory ready for the launch of its organic A2 infant formula in 2022. AHF is a trusted source of premium quality branded dairy products using fresh milk sourced direct from its farms.