

ASX ANNOUNCEMENT

ASX: YPB | 13 December 2021

YPB partners with global standards giant BSI

- **MOU with BSI Singapore**
- **YPB to develop a suite of white-label products for BSI under the MOU**
- **YPB products to be exclusively showcased at BSI official event**
- **Audience to be select group of VIP BSI clients and global BSI opinion leaders**
- **Commercial relationship targeted following successful proof of concept**

Anti-counterfeit and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it has signed an MOU with the Singapore operations of global standards giant BSI.

Under the terms of the MOU:

- YPB will develop specially for BSI, white-label versions of:
 - MotifMicro1 (YPB's revolutionary, smartphone-readable, forensic anti-counterfeit technology for mass markets);
 - tracer/scanner (YPB's forensic anti-counterfeit solution ensuring supply chain integrity); and
 - Connect (YPB's consumer engagement and data analytics SaaS platform).
- BSI Singapore will exclusively showcase YPB's solutions to a select group of BSI government and commercial clients, as well as key BSI opinion leaders globally, at the official opening of its APAC Open Innovation Lab.
- BSI will fund YPB's development costs of the white-label versions contracted at \$S\$10,200.00.
- Either party may terminate the MOU upon 60 days written notice or immediately upon breach of obligations under the MOU or inability to follow a regulatory obligation.

The intention of the MOU is to demonstrate to BSI's high-end clients the potential value of YPB's anti-counterfeit, product authenticity and consumer engagement solutions. Effectively, this will be a solution validation and proof-of-concept trial and market test. BSI's further intentions regarding the proof of concept are unable to be confirmed at this stage and it is the Company's intention to update the market as appropriate.

BSI, founded in 1901, is the British Standards Institution, the national standards body of the United Kingdom. BSI produces technical standards on a wide range of products and services, and supplies certification and standards-related services to businesses. It is the world's oldest standards body. It has more than 5,000 employees and operates 90 offices in 31 countries.

The BSI Kitemark™ is a quality mark owned and operated by BSI. It is one of the world's most recognised and valued trust marks.



BSI's motto is: *inspiring trust for a more resilient world.*

YPB Group CEO John Houston said: *"BSI's and YPB's missions are closely aligned – we both seek to facilitate trust and authenticity to protect users and consumers. I am proud of the implicit endorsement of YPB and its products inherent in BSI's exclusive showcasing of our technologies at such an important event as the official ribbon-cutting ceremonies of its APAC Innovation Lab.*

BSI has the access and skills to evaluate every authentication technology in the world and has been doing due diligence on our solutions for months. It is tremendous to now be moving into what is effectively a proof-of-concept trial with some of BSI APAC's most valuable clients and most important global opinion leaders.

Pending sufficient client interest, I would anticipate developing a full commercial partnership with BSI. Given BSI's position at the very centre of government and business operations throughout the world, such a development, should it occur, would be highly value creating for YPB."

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

Ends.

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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