



## ASX ANNOUNCEMENT

ASX: YPB | 2<sup>nd</sup> February 2022

### YPB signs third paid MM1 commercial trial - Israel

- **YPB secures third paid commercial trial for MotifMicro1**
- **Partner supplies anti-counterfeit technologies with Government and commercial applications**
- **Based in Israel, marks YPB's first steps in EMEA region**
- **Global network of potential channel partners is building momentum**

Anti-counterfeit and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it has secured its third MotifMicro1 (MM1) paid commercial trial, and the first in 2022, with Latent Image Technology Ltd (LIT) based in Israel.

MotifMicro1 is YPB's revolutionary forensic anti-counterfeit solution readable by an unmodified smartphone. It has the potential to make ultra-secure anti-counterfeit solutions widely available in mass markets globally and has obvious application in ultra-high-volume Government-issued documents.

Latent Image Technology is an established supplier of overt and covert authentication and anti-counterfeit solutions to Government, pharma, document security, fashion and automotive customers in numerous geographies. It presently supplies document security materials to the Philippines Government's Tax Stamp programme. Under the paid commercial trial, LIT will pay for MM1 material to run print trials for ultra-high-volume clients. For information please visit: <http://miragelit.com/documents.php>

Paid commercial trials are a key element of YPB's MM1 monetisation strategy as they confirm genuine interest from potential partners en route to full commercial contracts. The Company considers that the revenue to YPB from the trial with LIT will not in itself be material but the opportunities that could follow a successful conclusion are. The key terms of the agreement are as follows:

- The Term of the agreement is 90 days during which print trials will take place.
- If further orders are to be placed beyond the trial period, a separate agreement is envisioned.
- The revenue associated with this trial agreement is approximately A\$5,000.00.
- YPB considers this agreement to be price sensitive as it signifies our first agreement for the use of MM1 in EMEA, a considerable potential market for YPB.

Executive Chairman John Houston said: *"I'm delighted to sign our third MM1 trial partner. With Opal in Australia, Holographic Label in Malaysia and now LIT in Israel our commercial trial program is building both momentum and geographic reach with quality, high-volume, potential partners."*

*As an established player in anti-counterfeit solutions, LIT's interest in MM1 highlights the novelty of our technology and the potential leverage of our channel partner strategy to drive rapid market access.."*

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

#### For further information please contact:

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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](http://ypbsystems.com)