



## ASX ANNOUNCEMENT

ASX:YPB | 22<sup>nd</sup> August 2022

### MotifMicro application to be released to App Stores

- **MotifMicro to be publicly released to both iOS and Google Play App stores**
- **Makes the MotifMicro App available widely for B2B for partners globally**
- **Significant enhancements now completed within the App**
- **MotifMicro is currently in global trials allowing partners full access to the App**

Anti-counterfeit and consumer engagement technology group **YPB Group Limited (ASX: YPB)** is pleased to advise that it has made application to the Apple iOS and Google Play App Stores for public release of the MotifMicro (MM1) App.

The App will be made available publicly for the first time for B2B use by the Company's partners.

Over the past several months and based on feedback and guidance from YPB's partners, extensive updates have been made to the MM1 App leading to this release.

The Company believes this is a material development and milestone because this will be the first ever release on an "App Store" of the MotifMicro application allowing wide and simple access to the App by our partners. Previously, the MotifMicro App had to be directly sent to user's phones using an ID or IMEI of the phone to be used. The widened availability will not in itself generate revenue as the revenue associated with MotifMicro is derived from the sale of YPB's proprietary microparticles which are incorporated in inks, plastics and other production substrates.

YPB has currently contracted 4 paid trial partners in Australia, SE Asia, India and the Middle East (as previously announced to ASX). The Company believes that each of these trial partners require this access and this access can speed adoption with such partners.

The App now supports Android V9 and iPhone X and later due to the development of a Camera calibration feature which makes very wide adoption possible (especially for Android). The App now hosts a vastly improved user interface plus a significantly enhanced





detection model based on AI principles to allow detection of MotifMicro particles in real world conditions with an unmodified smartphone.

As announced to the market on October 5<sup>th</sup>, 2021, the Company was granted US patent No. 11,138,612 in October 2021 which provides coverage over technologies employing a mobile device to determine the presence of a tracer containing phosphor read by the camera of a mobile phone, PDA or tablet device. That Patent provides coverage until 10<sup>th</sup> February 2035 and has priority date of 26<sup>th</sup> March 2014.

The App is securely Cloud based allowing updates to be made without impacting the user experience and reducing the amount of storage required on the user's smartphone.

Executive Chairman John Houston said: *"I'm delighted to announce this material milestone for YPB's ground breaking MotifMicro technology. The App has been significantly enhanced using feedback from our trial partners and App store access allows for more rapid rollout of MotifMicro globally."*

This announcement is authorised by the board of directors of YPB.

**Ends.**

**For further information please contact:**

YPB Investor enquiries  
[investors@ypbsystems.com](mailto:investors@ypbsystems.com)

Ben Jarvis  
0413 150 448  
[Ben.jarvis@sdir.com.au](mailto:Ben.jarvis@sdir.com.au)  
Six Degrees Investor Relations





## About YPB Group


YPB Group Limited (ASX:YPB) develops and sells a suite of product authentication and consumer engagement technologies designed for a world where authenticity triggers engagement, and the value of consented first party data is ever increasing.

The combination of YPB's covert tracer and smartphone authentication technologies together with its proprietary Connect platform allows product packaging to become connected. YPB's technology opens cost-effective, digital, and direct marketing channels between brands and their consumers, while protecting both against counterfeits and allowing tailored marketing campaigns directly back to the scanning smartphone.

YPB is focused on the rapidly growing Australian, South-East Asian, and Chinese markets and our focus is dairy products, official identification documents, alcohol brands, FMCG manufacturers, global packaging partners and integrators. Our target markets represent billions of items and are growing rapidly. To learn more please visit: <https://www.ypbsystems.com>



 [investors@ypbsystems.com](mailto:investors@ypbsystems.com)

 YPB Group Limited  
Level 5  
126 Phillip Street  
SYDNEY NSW 2000

 [ypbsystems.com](https://www.ypbsystems.com)