

ASX ANNOUNCEMENT

**ASX: YPB | 16 November 2023**

## **YPB enters another valuable new market in another new region**

- **Exclusive 3-year agreement for Rice packaging in Peru**
- **Addera Peru S.A.C packages for 250 customers**
- **First contract in South America for YPB's ProtectCode**
- **Minimum revenue estimate over Term A\$115,000**

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is pleased to advise it has signed a 3-year Master Service Agreement (MSA) with Addera Peru S.A.C (Addera) which specialises in contract packaging for the Rice Industry in that country.

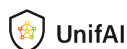
The agreement grants Addera exclusivity for the Rice packaging Industry in Peru for the Term of the Agreement. Rice is a significant industry in Peru accounting for 12% of agricultural production by value. Addera will market YPB's technology primarily as a value-added consumer engagement solution and has already signed the first adopter.

This contract demonstrates that YPB is advancing the monetisation of its ProtectCode authentication and anti-counterfeit solution via the marketing power of its proprietary Connect platform. The connectivity and feature richness added to Connect during 2023 is capable of accelerating revenue generation across YPB's entire IP portfolio, particularly given the increasing adoption of QR code technology in so many fields and the increasing value of direct consumer engagement.

The agreement also reflects YPB's strategy of focussing on Digital Transfer Technology where our ProtectCodes can be sent anywhere in the world without the need for shipping and materials handling, making the opportunity genuinely global. This digital transfer focus is a recent innovation, and its potential is magnified by increasingly effective outbound marketing.

The material details of the contract are:

- Minimum revenue estimate over the Term of the contract A\$115,000.00
- Term 3 years from commencement date
- Exclusivity for the Peru rice packaging Industry for the Term
- Fee per QR code generated.
- Termination by customer 30 days subject to payment of the Minimum Order Quantity over the initial Term.





**YPB Executive Chairman and Group CEO John Houston said:** “I am pleased that our direct marketing efforts initiated during 2023 have realised yet another valuable contract, following USA scratch lotteries and Korean packaging, in an otherwise improbable prospect. Not only have we entered the rice segment of the FMCG market, but we have also entered a large, new territory at minimal incremental cost. The value-creation potential of linking all our solutions via Connect as the hub is hard to overstate. I am optimistic of driving further high margin revenue opportunities in coming months.”

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

**Ends.**

**For further information please contact:**

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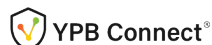
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About YPB Group

YPB Group Limited (ASX: YPB) is listed on the Australian Stock Exchange and has developed and sells of a suite of physical, digital, and AI-based authentication technologies with a vast range of applications. Our solutions can easily authenticate a myriad of items, such as FMCG (fast-moving consumer goods) products, official identification documents, pharmaceuticals, nutraceuticals, dairy products, tax stamps, transactions - and even people.

Our solutions trigger engagement with consumers in a consented, cost-effective, and direct manner. Our proprietary technologies utilize Bluetooth and/or smartphones to capture and analyse invaluable authentication data in our Connect™ global intelligence platform, providing real-time, first-party, and worldwide market intelligence data. This actionable data enables brands to establish digital and direct marketing channels with their customers.

The markets YPB is targeting comprise many billions of items, and this number is growing rapidly, providing YPB with significant growth opportunities for its authentication and consumer engagement technologies.



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