

## ASX ANNOUNCEMENT

ASX: YPB | 1st February 2024

### YPB launches ConnectQR to leverage viral global QR growth

- **Launch of fully self-service ConnectQR the world's latest QR code generation and management solution**
- **Highly scalable at minimal marginal cost**
- **Global offer into virally growing B2B market**
- **Expected to smooth and accelerate revenue growth**
- **Potentially opening a new revenue stream for YPB**

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is pleased to advise it has launched an exciting new module, ConnectQR, to leverage the burgeoning QR code generation and management market globally.

ConnectQR is a brand new module of YPB's proven Connect™ SaaS platform adding self-service features and is capable of dramatic impact on YPB's business, with the potential to scale both revenue and profit at speed as the product gains traction. The new website was launched overnight and is now live [www.connectqr.ai](http://www.connectqr.ai)

ConnectQR is the culmination of YPB's years of development and knowledge in:

- Authentication, serialisation, Track'n'Trace solutions;
- Mobile device scanning technologies; and
- Direct consumer engagement software solutions.

It has the potential to open a new revenue stream for YPB's business as it is a global self-service SaaS offer into a rapidly growing market with high scalability.





ConnectQR is a fully self-service QR code generation and management platform. It is built around a “feature led pricing” freemium entry model, where pricing tiers with volume and functionality. The offer itself is a high volume, low-price, AI-driven revenue model with no need for direct sales by YPB staff. Sales will be propelled by sophisticated, targeted SEO (search engine optimisation) campaigns. The expected net result to YPB is accelerated revenue growth, with a much smoother revenue profile, at minimal incremental cost.

ConnectQR, being a QR code generation and management platform will allow businesses to easily generate QR codes and their accompanying consumer engagement power which can make inert packaging and physical media intelligent when combined with our sophisticated consumer engagement platform. A QR code scan generates highly valuable, first-party data to inform and direct marketing campaigns, product design etc. when the scan data is captured and analysed by Connect<sup>™</sup>. YPB was a pioneer in this engagement technology and our Connect<sup>™</sup> platform has proven scalability with 250 million codes generated to date January 2024 as previously announced <sup>(1)</sup>.

The self-service QR generation space is a young but growing B2B market and YPB's experience in our Connect<sup>™</sup> technology platform and the powerful simplicity of the ConnectQR platform sees it immediately competitively well positioned at product launch. QR code customers wanting to benefit from serialised products or supply chain track'n'trace can simply add modules within the YPB suite.

The covid pandemic created Western familiarity with QR use. This has seen rapid take-up by brands and businesses of QRs in the past two years whereby even the smallest business can now employ QRs. The market is rapidly growing with 100 million QR code users forecast in the USA alone by 2025<sup>(2)</sup>. Businesses globally now use QR codes for a diverse range of purposes such as advertising, print media, product packaging, business cards etc with the main purpose of consumer engagement. The QR code market is forecast to reach US\$3.5b by 2033, up from US\$1.5b in 2023<sup>(3)</sup>. Notably, this forecast is only for less sophisticated QR applications, excluding serialisation etc.

The Company considers that while there is no immediate revenue associated with the launch of ConnectQR (as the website has just “gone live”), the entry into a new and growing market and the launch of this new website is material based on the following:

1. [www.connectqr.ai](http://www.connectqr.ai) is the first new fully self-service website developed and launched by the Company.
2. The self-service capability of ConnectQR has the potential to reduce sales lead times
3. By introducing “feature led pricing” this opens new channels to revenue creation.
4. ConnectQR allows global reach due to Search Engine Optimisation (SEO) sales model, all web based.





5. YPB has proven scalability and durability in serialised QR code solutions and ConnectQR opens up a brand new market, that of the generation and management of Static and Dynamic QR codes.

ConnectQR now allows businesses to *Connect deeper, faster, smarter*. Its introduction is accompanied by the launch on January 31<sup>st</sup> 2024 of a new website [www.connectqr.ai](http://www.connectqr.ai) as the latest module in YPB's suite of products.

**YPB Group CEO John Houston said:** "We saw widespread uptake of QR codes following the pandemic and realised that our Connect<sup>™</sup> platform was ideally placed to take the Company into the QR generation market but with sophisticated QR management abilities learned from our pedigree in the QR code industry. Our technical team has been focussed on this launch for much of 2023 and I am very proud of their delivery of what I believe is an exciting new opportunity for the Company."

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

**Ends.**

**For further information please contact:**

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(2) <https://www.websiteplanet.com/blog/qr-code-statistics/>  
(3) <https://www.futuremarketinsights.com/reports/qr-code-labels-market>

Note: The word "QR Code" is registered trademark of DENSO WAVE INCORPORATED in Japan and other countries.


## About YPB Group

Since 2011 YPB Group Limited (ASX: YPB) has developed and sold technologies that protect brands and trigger engagement with their consumers. Since inception we have marked 1.25 billion items with our solutions.

Using our proven QR code platform Connect, we allow brands to use existing brand resources to enable consented consumer data, the most valuable marketing asset, while also offering brand protection.



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YPB is increasingly demonstrating ultra-low-cost global reach via its proprietary Self Service SaaS platform Connect.

To learn more please visit: [www.ypbsystems.com](http://www.ypbsystems.com) or [www.connectqr.ai](http://www.connectqr.ai)



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