



ConnectQR

Unleashing the Revenue Potential of Self Service SaaS

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All amounts are in US dollars unless otherwise stated.

QR Code is a registered trademark of Denso Wave Incorporated.

Company entering new rapid growth stage

- **Opportunities multiplying globally**
 - Connect™ is our modular IP library – rapidly adaptable
 - Myriad applications and industries
 - Truly global market
 - Efficient market access via web based marketing, sales and revenue collection
- **New rapidly scalable, highly profitable growth engine **ConnectQR****
 - Fully developed “in-house” so minimal marginal cost growth
 - Can rapidly scale to profit with high (circa 90%) profit margin
 - ConnectQR is an *INBOUND* sales magnet for our whole product suite

Strong global foundation to accelerate our future in engagement and data



*Applications supplied through partners.

Recent global successes - multiple industries and geographies



High Value Nutraceuticals

Henry Blooms' Phytologic
Latest Australian
manufacturer to adopt
Track'n'Trace with Brand
Reporter



Packaging Peru

Minimum 4 million codes p.a.
First codes invoiced January 24
As at April 2024 over 3m codes
Covering 53 SKUs and 21 new
Companies

Revenue over contract \$115k*

*<https://announcements.asx.com.au/asxpdf/20231116/pdf/05xdnjdzjfgj0.pdf>



Recycling Industry

Reverse Vending Machine
solution Initially Kenya
Exclusive supply for Africa
Exciting new solution
Protects against double
redemption

Potential A\$800k revenue p.a.*

*<https://announcements.asx.com.au/asxpdf/20240417/pdf/062lj3w4hwyd34.pdf>

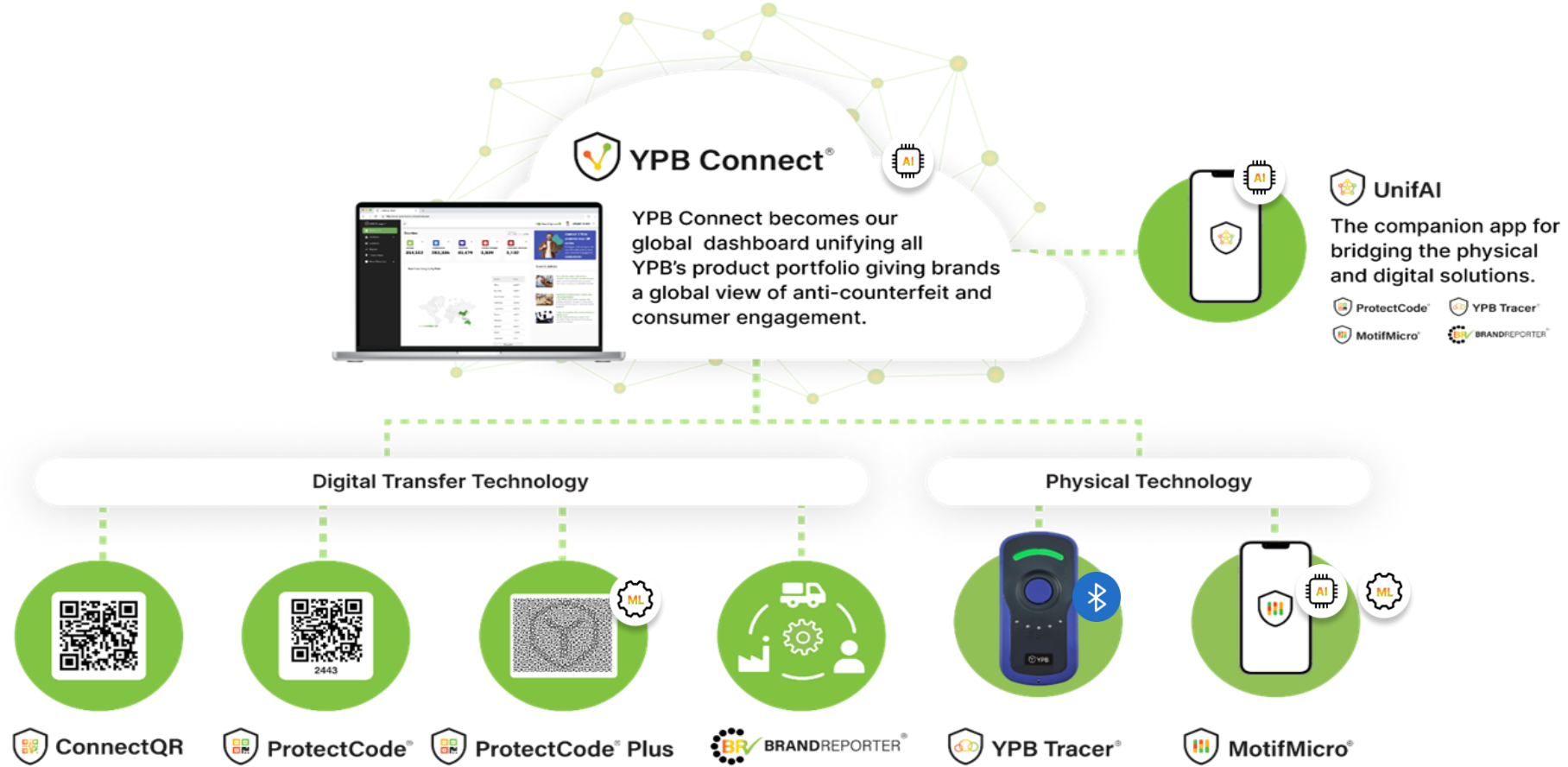


USA Gaming/Lottery

Smart-tab Systems LLC
Q2 2024 more scanners
ordered
Trials ongoing
Potentially huge market



After 7 years and \$20m* of IP investment, ConnectQR is our new revenue driver in the Connect™ suite



* Internal Company estimate

ConnectQR is YPB's breakout revenue opportunity

▪ ConnectQR is:

- Targeted to the global QR management market - growing virally with limited competition
- Self service SaaS online distribution
- Direct ads on Meta suite products
- Search Engine Optimisation (SEO)
- Highly scalable revenue model, it's ON 24/7 to accept revenue
- Superior to competitive offers on technical, feature, cost and ease-of-use grounds

▪ Why ConnectQR is pivotal for the Company:

- Fully developed "in-house" so minimal marginal cost growth
- Can rapidly scale to profit with high (circa 90%) profit margin
- ConnectQR is an *INBOUND* sales magnet for our whole product suite

YPB has been a pioneer in QR technology since 2016 with 250m codes issued



Acquired QR code IP in 2016



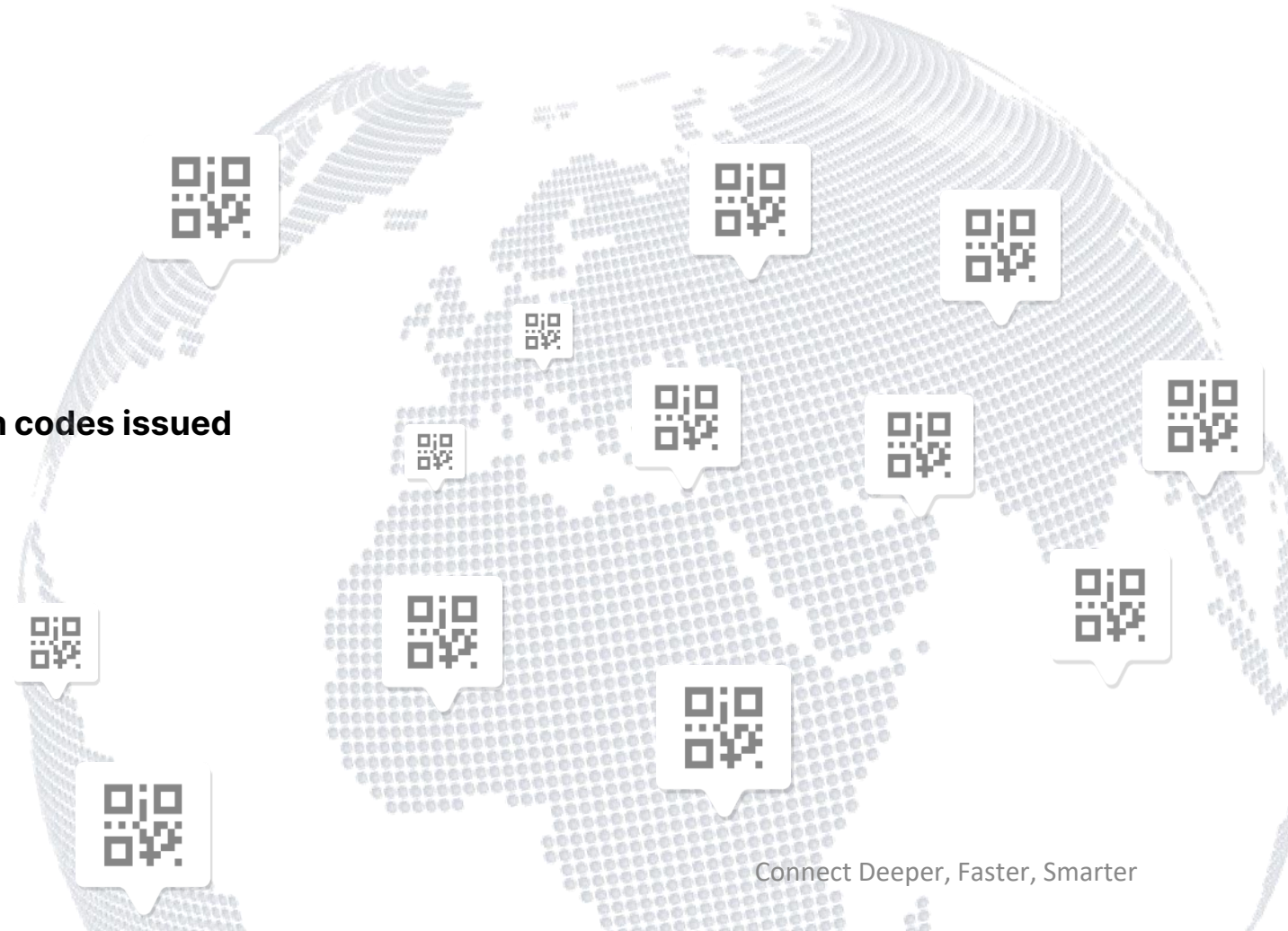
First Codes on Connect platform issued 2016



Milestone reached January 2024 - **250 Million codes issued**



We provide QR solutions to brands globally



The pandemic started a global surge in QR uptake



Every smartphone is now a QR code reader*



QR codes quadrupled in 2022 with one competitor's codes scanned 6.8m times that year*



59% of US consumers believe that QR codes will become a permanent part of smartphone use*



QR code usage surging across many industries*

In 2024 **ConnectQR** opens exponentially large revenue opportunity in a US\$3.5B Industry*



Hospitality

92 % uptake in QR code usage #



Advertising

QR codes now emerging in print and OOH advertising #

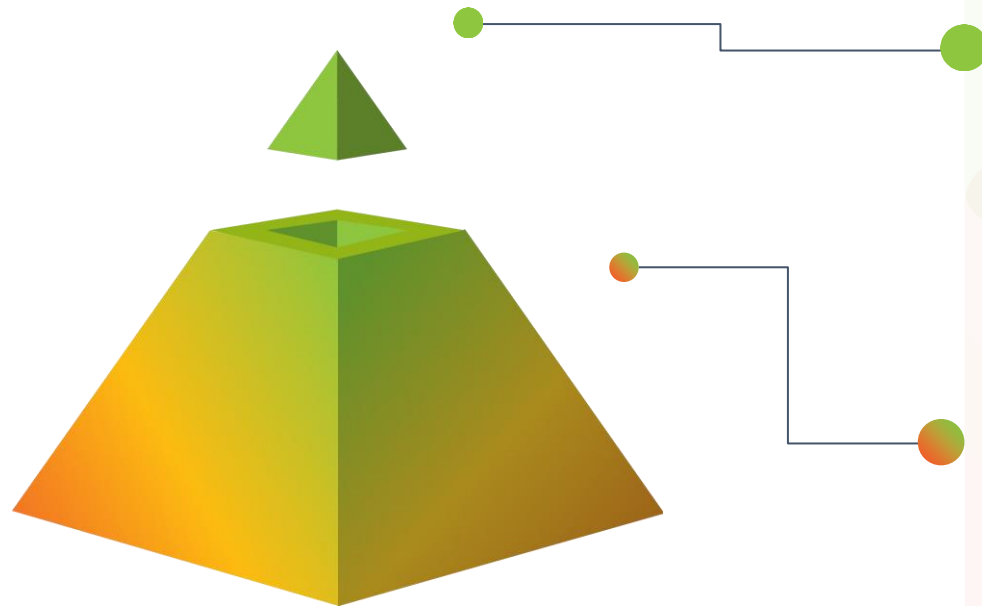


YouTube

QR codes emerging in TVC media #

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

ConnectQR Gives us access to a US\$3.5B* QR code market



Enormous potential Market Size

ProtectCode

- High Volume Serialised codes
- Export Focused
- Small Customer Base
- Heavy Integration into Production Lines

ConnectQR

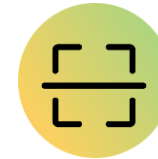
- **New Revenue Stream** a self serve SaaS model, the market is estimated to be valued at *\$3.5B USD by 2033
- **Millions of potential users** self serve SaaS model works 24/7 with no need for Sales force
- **Subscription Self serve SaaS model** highly competitive feature led subscription based pricing

Case study proves YPB QR codes and connect™ drive valuable consumer engagement

In just three years, there has been an incredible 2555% increase in consumer engagement from campaign start in 2020 to recent figures*.



Consumer visibility in **18 countries** outside of Australia and China



50,000+ scans per month) (Approx.)



45,000 consumers engaged on average per month (Approx.)

Strong revenues in short life of QR code platforms



Established 2018

850,000 Users

\$US3.6m annual⁽¹⁾



Bought QR Generator 2021

5m Users

US\$74.4m annual⁽²⁾



Established 2019

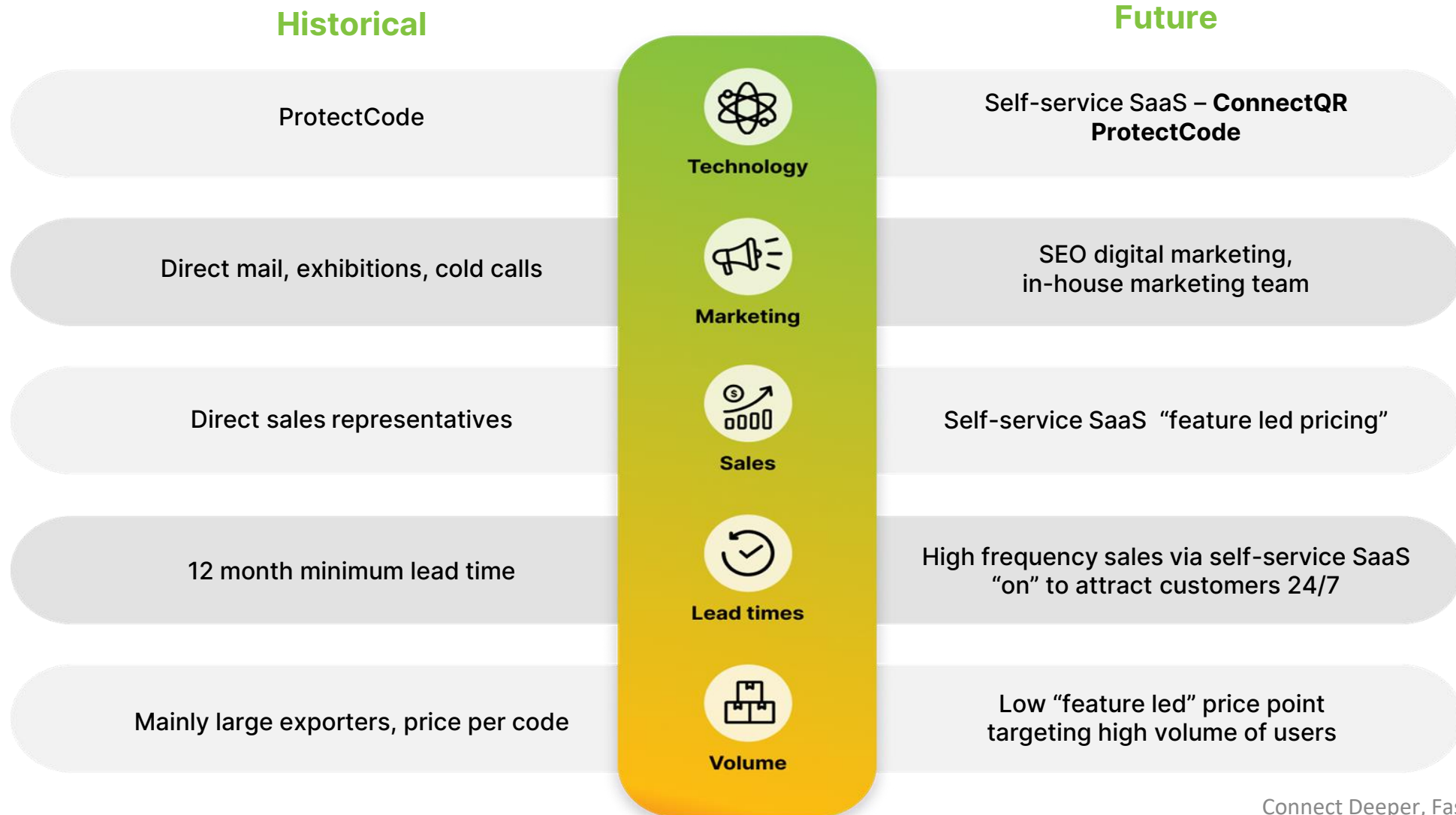
US\$28.4m annual⁽³⁾

(1)<https://www.starterstory.com/stories/qrcode-tiger>

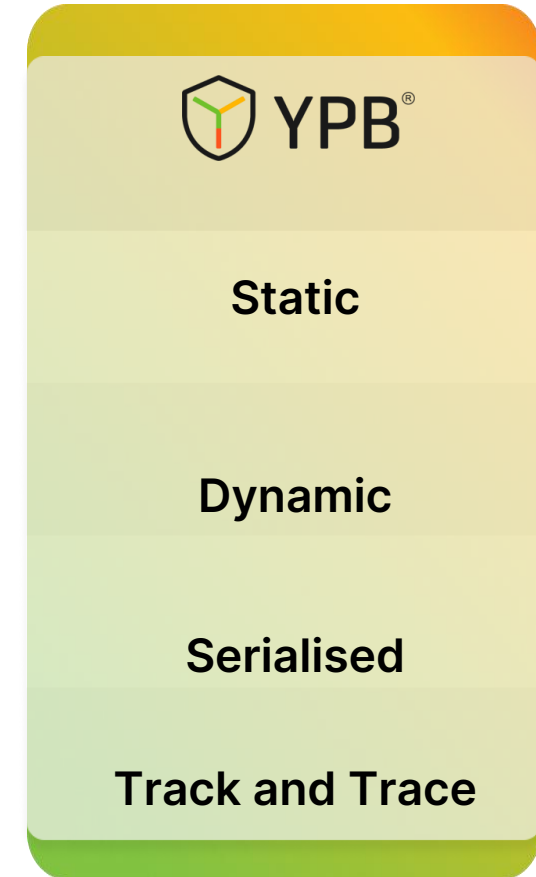
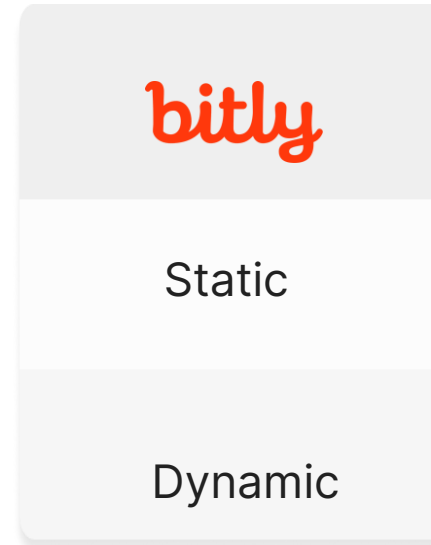
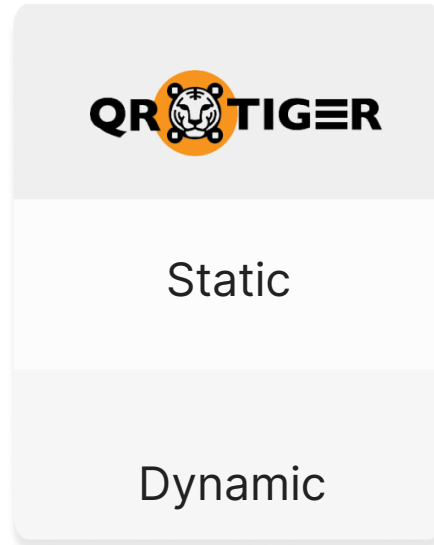
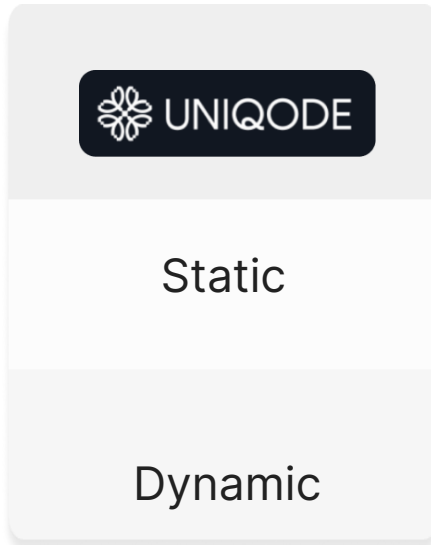
(2)<https://www.zoominfo.com/c/bitly-inc/352356162> (includes url shortening revenues)

(3)<https://www.zoominfo.com/c/beaconstac-inc/363443224>

ConnectQR - changing the face of our business



We stand apart with more features



Legend:





Static Cannot be edited once generated, offers no analytics

Dynamic Can be edited once generated, provide analytics date,time,location

Serialised Each QR is serialised providing unitary information on each item in market with analytics

Track & Trace Each serialised QR code is able to be tracked from pallet, crate, carton, unit providing logistics management though to consumer level

ConnectQR offers customers more for less

	 ConnectQR	 UNIQUOTE	 QR TIGER	 bitly
1 to 10 codes	US\$5.99 with 10 codes	US\$5 with 3 codes	US\$7 with 12 codes	US\$8 with 8 codes
200 codes	US\$14.99 with 250 codes	US\$49 with 250 codes	US\$16 with 200 codes	US\$199 with 200 codes
600 codes	US\$34.99 with 600 codes	US\$99 with 500 codes	US\$37 with 600 codes	US\$199 with 200 codes

ConnectQR ready to ride coming wave in global packaging



Brands will shift from 1D to 2D codes driven by GS1 global standards



More than 1 billion products have a 1D barcode which gets scanned over 10 billion times each day(*)



The global packaging market is expected to grow to USD 1.33 trillion by 2028 (CAGR of 3.89%)(*)



ConnectQR is strategically positioned to capitalise on this industry shift

(*)<https://www.mordorintelligence.com/industry-reports/global-packaging-market#:~:text=The%20Packaging%20Market%20size%20is,markets%2C%20and%20changing%20ownership%20dynamics>

(*) <https://www.gs1.org/about-gs1/year-review>

We have significant traction so far in 2024



There will be a mandatory global shift from 1D to 2D codes on packaging making ConnectQR and ProtectCode™ excitingly relevant



Great contract traction across multiple industries in many countries won so far in 2024



Global sales through SEO and web based marketing is now proven



ConnectQR is capable of transforming our business

Board, Management and Key Financials



John Houston
Chairman and Founder

- 40 years' of building successful businesses across the globe.
- Built the US\$2 billion Greenfield mobile phone company
Operated a US \$350 million EBIT telecommunications company



George Su
Non-Executive Director

- Over 30 years' Business experience in the Asia-Pacific region
- Chief Executive of Richlink, servicing ultra-high-net-worth Chinese investors.
Former head of the Australian operations of China's largest investment bank, CITIC Securities.



Gerard Eakin
Non-Executive Director

- 35 years' experience in the portfolio management and research of Australian Equities.
- Former head of Australian Equities at Rothschild Australia Asset Management, Managing Australian equity portfolios at Manifest Capital Management since 2002.



Martin Ross
Chief Operating Officer

- A successful business builder and brings years of experience.
- Oversees the sales and marketing department operations for YPB.
A background in business operations and strategic planning has allowed Martin to successfully lead teams, drive growth, and improve efficiency.

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