

ASX ANNOUNCEMENT

ASX: YPB 7th May 2024

2 million code order received for Africa recycling project

- On 17th April YPB announced the signing of a 3 year Master Service Agreement (MSA) contract for recycling solution, initially in Kenya
- Order received for the entire Year 1 minimum order quantity of 2 million codes
- YPB's serialised ProtectCode™ to be printed on recyclable beverage containers to prevent fraudulent redemption

Authentication and consumer engagement technology group **YPB Group Limited (ASX: YPB)** is pleased to advise that it has received its first order of 2 million codes under the 3 year Master Service Agreement (MSA) with Ecocan Recycling Company Limited (Ecocan) based in Kenya [announced on 17th April 2024](#).

By placing this order, the Minimum Order Quantity for year one of the Contract of 2 million codes valued at around A\$45,000.00 has been reached already.

Ecocan enables beverage packaging, waste collection and processing of PET bottles, aluminum cans, glass bottles and cartons via a vending deposit return scheme and provision of consumer engagement via its EcocanApp.

Ecocan has developed Reverse Vending Machine (RVM) solutions to allow beverage containers to be redeemed for value, thereby reducing the waste burden and allowing the development of recycling infrastructure. It has existing and nascent relationships with a range of beverage companies, largely multinationals, that fund the redemption value schemes.

YPB Group CEO John Houston said: "We welcome the introduction of beverage container redemption schemes which are appearing globally, especially with the introduction of Reverse Vending Machines (RVMs). YPB's solution using our proven ProtectCode™ technology addresses the core problem of redemption fraud for the RVM industry. This initiative has enormous potential beyond this existing contract".

This announcement is authorised by the board of directors of YPB, who believe it to be material for the entire year 1 obligation under the contract to be met with the very first order and as this single order represents around 7% of the 2023 audited revenues of the





Company it offers early corroboration of the largest ever potential total contract value noted in the 17th April 2024 ASX release.

Ends.

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About YPB Group


Trusted by brands since 2011 YPB Group Limited (ASX: YPB) develops and sells technologies that trigger engagement between brands and their consumers. Our technology leverages existing brand resources to enable consented consumer data, the most valuable marketing asset, while also offering brand protection. YPB is increasingly demonstrating ultra-low-cost global reach via its proprietary Connect platform's SaaS offerings. To learn more please visit:

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