



AGM 2024

Rapidly scalable global growth

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All amounts are in US dollars unless otherwise stated.

QR Code is a registered trademark of Denso Wave Incorporated.

Strong global foundation to accelerate our future in engagement and data



*Applications supplied through partners.

Company entering new rapid growth stage

- **Opportunities multiplying globally**

- Connect™ is our modular IP library – rapidly scalable
- Digital first means 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 digital first strategy**

- Fully developed “in-house” product suite 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

Digital-first strategy pivot yielding strong early results



High Value Nutraceuticals

Henry Blooms' Phytologic
Latest Australian
manufacturer to adopt Track
& 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/05xdnjdzjzfgj0.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>

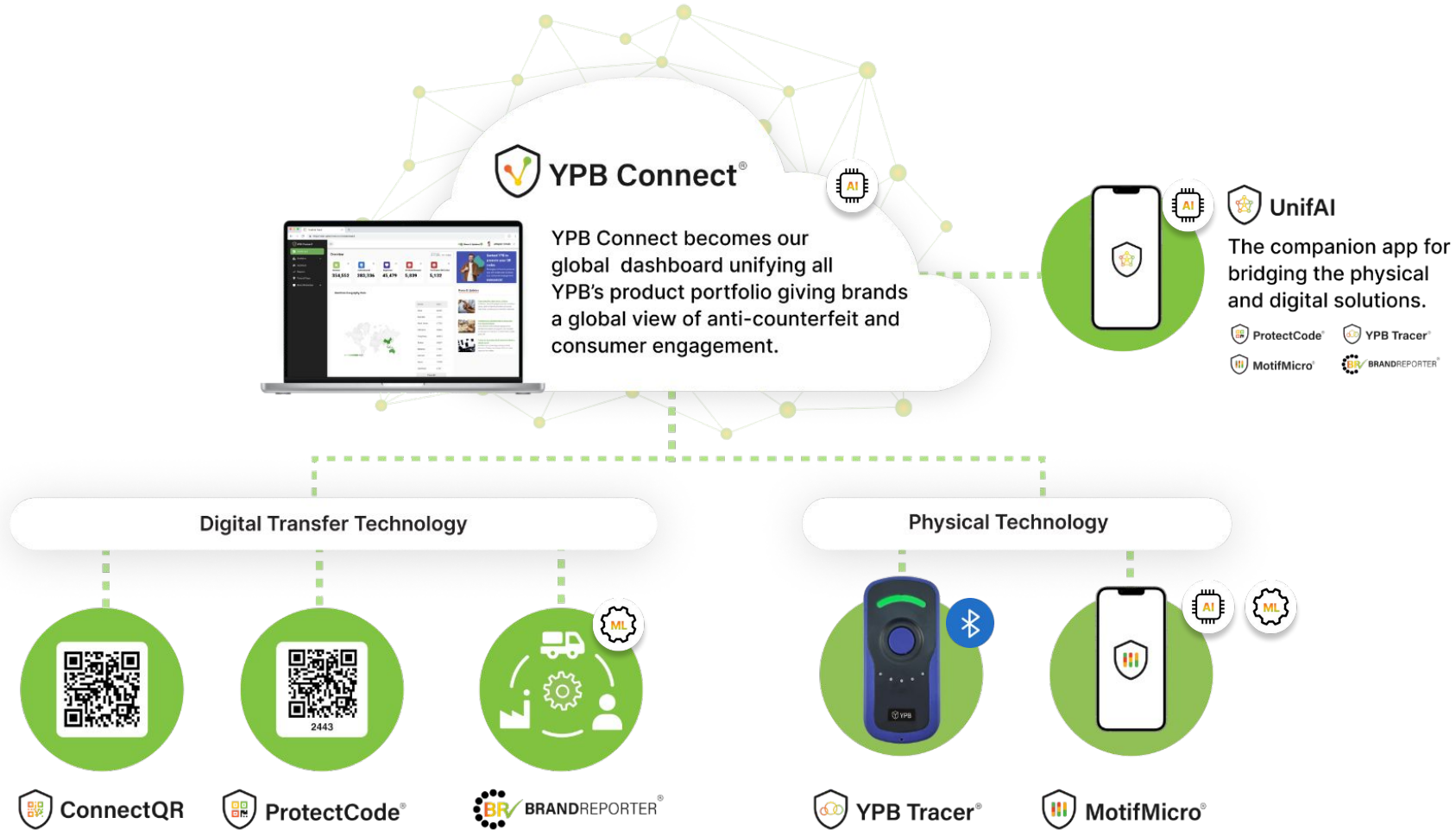


USA Gaming/Lottery

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

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



Acquired QR code IP in 2016



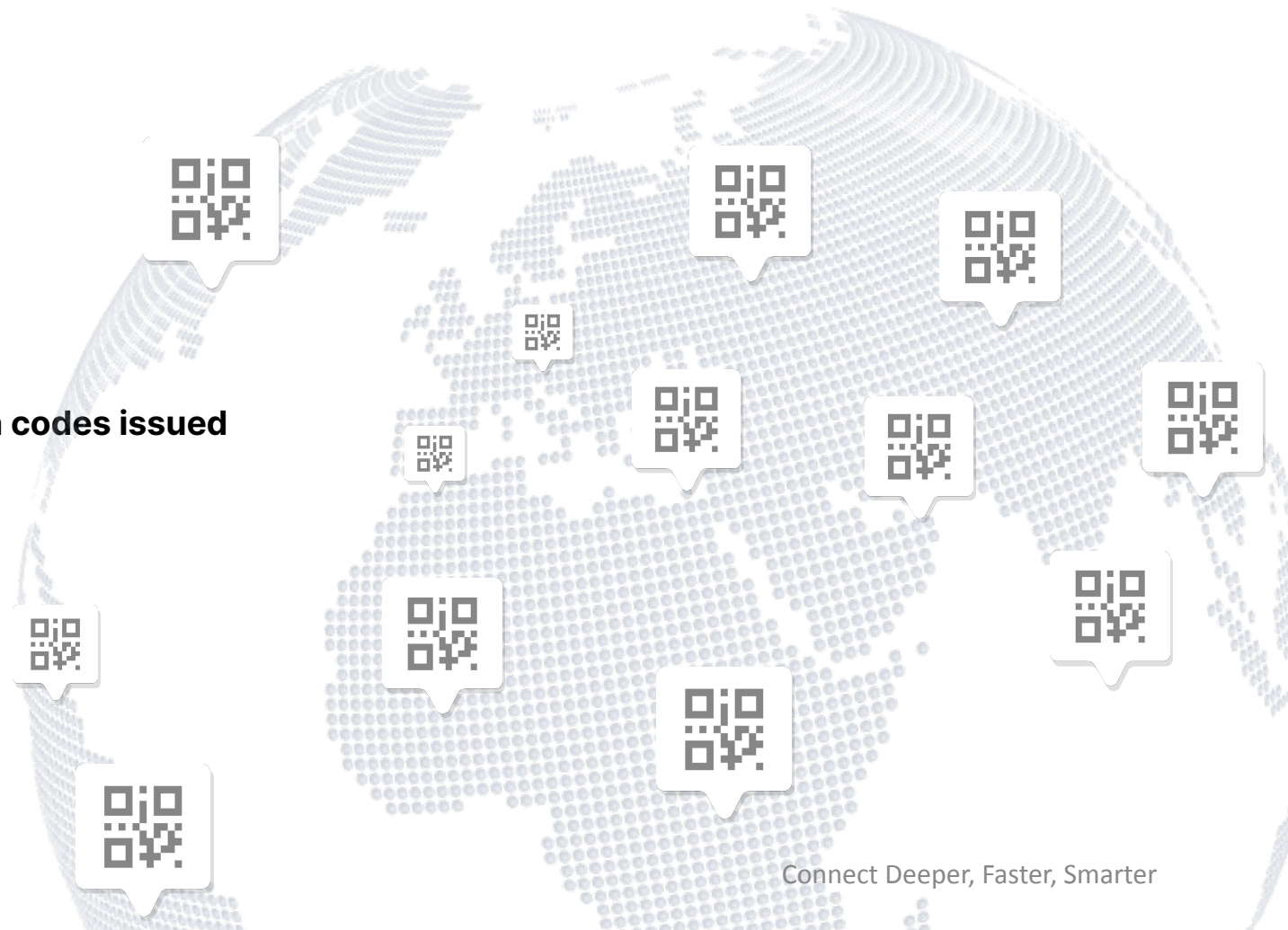
First Codes on Connect platform issued 2016



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*



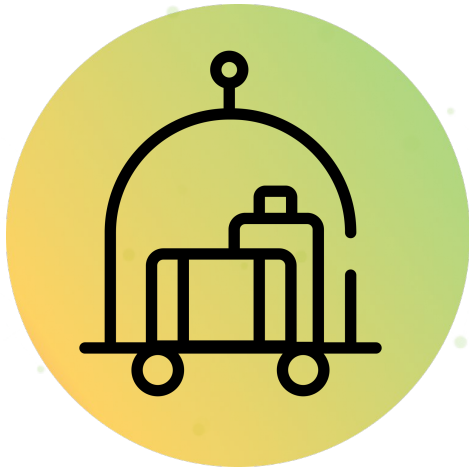
59% of US consumers believe that QR codes will become a permanent part of smartphone use*



QR code usage surging across many industries*



In 2024 Connect opens exponentially large revenue opportunity in a US\$3.5B Industry ⁽¹⁾



Hospitality

92 % uptake in QR code usage #



Advertising

QR codes now emerging in print and OOH advertising #



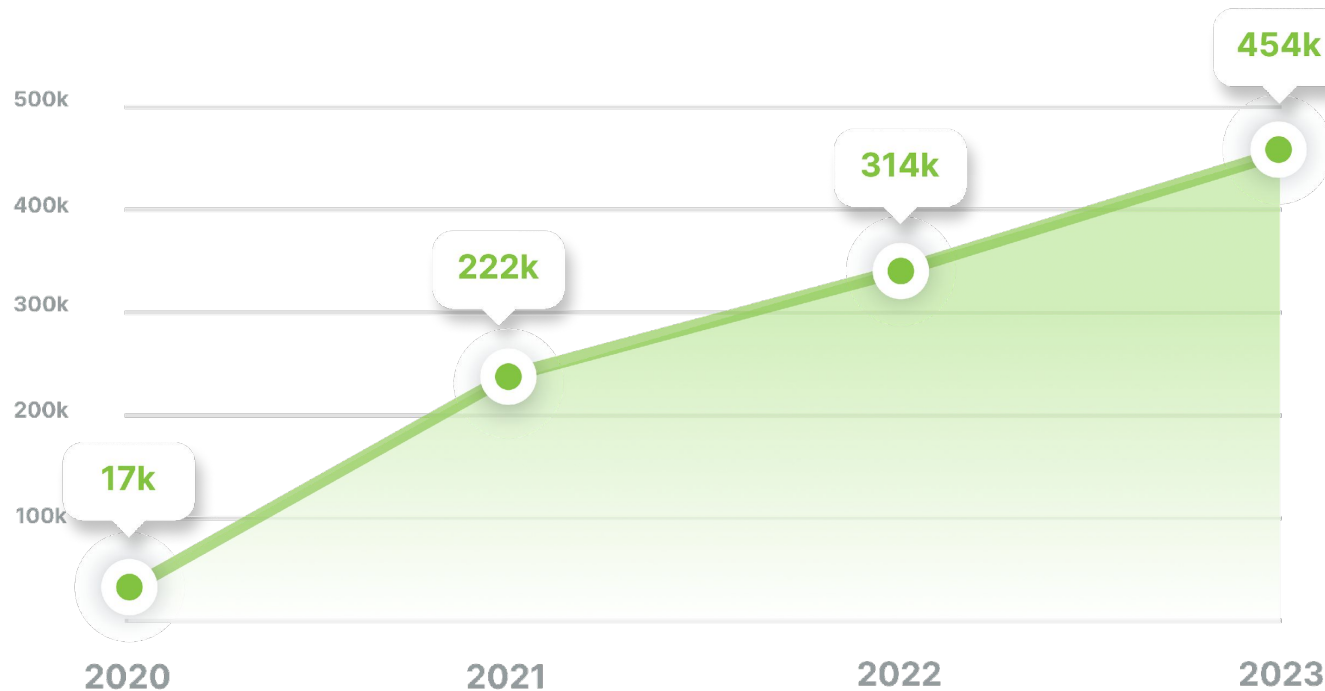
Recycling - DRS

QR codes emerging in Deposit Return Schemes ⁽²⁾

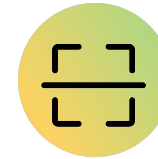
⁽¹⁾ Source <https://www.websiteplanet.com/blog/qr-code-statistics/>
^(#) <https://www.futuremarketinsights.com/reports/qr-code-labels-market>
⁽²⁾ <https://www.retailtechnology.co.uk/news/8085/qr-code-tech-drives-digital-retailer-recycling-returns/>

Case study proves QR codes drive valuable consumer engagement

In just three years, our client saw 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

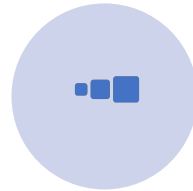


50,000+ scans per month) (Approx.)

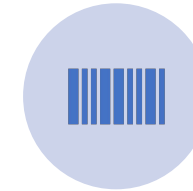


45,000 consumers engaged on average per month (Approx.)

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%)(1)

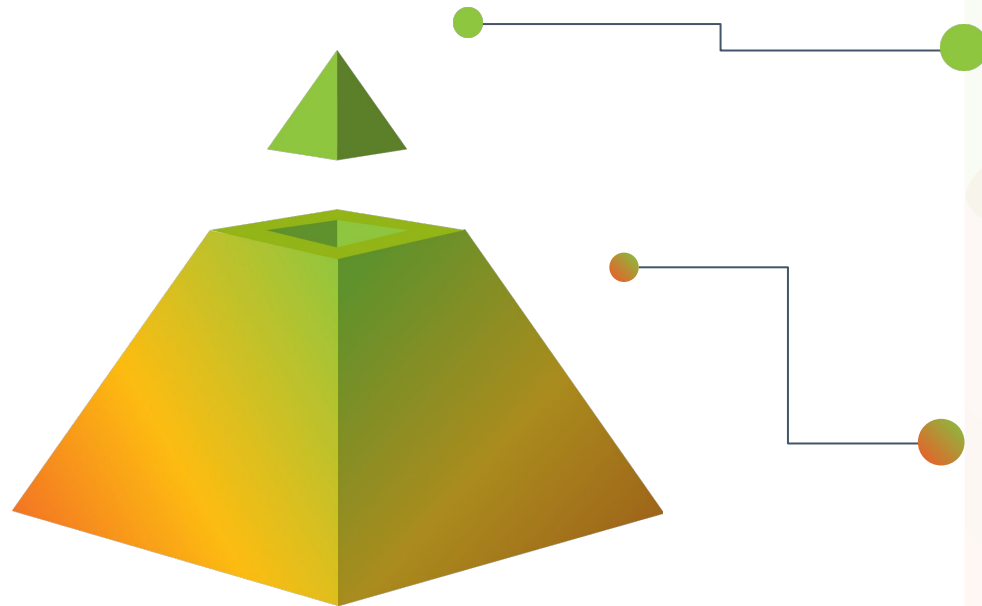


ConnectQR is strategically positioned to capitalise on this industry shift

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

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

Digital first gives us access to a US\$3.5B* QR code market



Enormous potential Market Size

ProtectCode - Brand Reporter

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

Production line customers only
Revenue per customer
\$1000-\$10,000 per month

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 a sales force
- **Subscription Self serve SaaS model** highly competitive feature led subscription based pricing

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

Strong revenues in short life of QR code platforms



Established 2018

850,000 Users

3.6m USD annual

(1)



buys Egoditor and QR Code Generato

Established 2012

5m Users

74.4m USD annual

(2)



(formerly Beaconstac)

Established 2019

\$28.4m annual

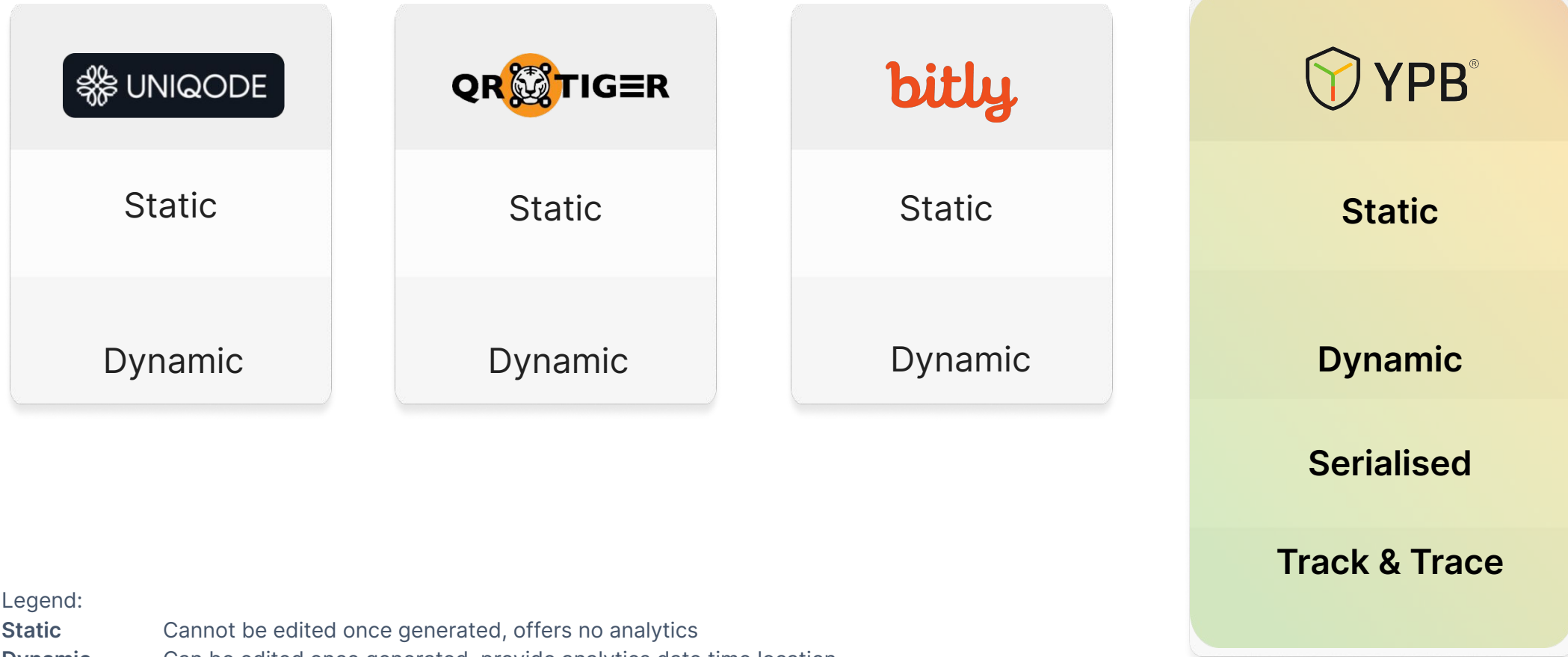
(3)

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

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

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

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

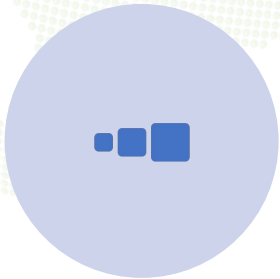
Serialised

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

We have significant traction towards 2024



Brands will shift from 1D to 2D codes in the next 2-5 years



Great contract wins over multiple industries in many countries



Global sales through SEO and web based marketing is proven



ConnectQR is transforming our business

Board and Management



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.

Office Locations

Australia

Level 5, 126 Phillip Street
Sydney NSW 2000, Australia

Thailand

True Digital Park Company Limited
101 Sukhumvit 101/1 Road Bang Chak, Phra
Khanong, Bangkok 10260
Tel: +66 2663 6261

China

1st floor, 50 Building, No.14, Jiuxianqiao Road,
Chaoyang District, Beijing, China

Key Contact Information

John Houston

Executive Chairman and CEO

Martin Ross

Chief Operating Officer

investors@ypbsystems.com