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ASX: YPB

## ASX/MEDIA ANNOUNCEMENT

20 April 2016

### YPB builds momentum in Mexican vital record documents

YPB Group Limited (ASX:YPB) is pleased to announce the receipt of a further order of high security vital record documents in Mexico. The order, for the provision of 200,000 documents for the State of Campeche, is the third since the joint venture with Affyrmx was signed in February 2016.

The JV with Affyrmx is showing significant promise for YPB's government business division, where we offer a full range of high security products and solutions, which are designed to assist governments in combating the growing security threat posed by counterfeiters.

As previously announced, whilst for security reasons the full terms of these orders are commercial in confidence, such vital record documents typically have an order value of US\$0.10 to US\$0.30 per unit to the Government.

YPB's government business is developing well with these vital records contracts adding to the supply in late 2015 of our security technology to more than 20 million passports to two significant western Countries in multi-year supply contracts, followed up by the recently announced contract in S.E. Asia and with more in the current pipeline.

YPB Executive Chairman John Houston said: "We are delighted that the Affyrmx JV has so quickly provided a new revenue stream to YPB, and we are proud to have been selected to provide our third vital record order to Mexico. We believe this will be a growing and consistent revenue stream, which will not only be profitable, but also enhance YPB's reputation as a trusted source of anti-counterfeit solutions to the highest levels of Government."

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## **About YPB**

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB's patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB's full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

### **PROTECT**

#### **Security print packaging and labeling**

YPB offers a wide range of intelligent security packaging and labeling solutions that can be included into almost any material and is a cost effective brand protection solution for companies wanting to protect the integrity and value of their brands in high-risk markets.

#### **IP solutions & forensic services**

YPB's IP solution specialists will work with quality brands and Governments, to develop personalised brand protection strategies and solutions that will deliver real protection and safety for brands, products and consumers.

### **DETECT**

#### **Scanner and tracer protection solutions**

YPB's patent protected state-of-the art tracer technology is invisible, cannot be copied or destroyed. Brand owners that include YPB's tracers in their packaging can use YPB's scanners to verify their product's authenticity. If a counterfeit is detected YPB's forensic services will consult with a brand owner to develop strategic solutions to protect the brand counterfeiting and product diversion.

### **CONNECT**

#### **Smartphone applications to detect and connect**

YPB's sophisticated, user friendly and powerful smartphone applications allow brand owners and consumers to identify and report suspected counterfeit or divergent products and allows brands to connect and engage with consumers via QR codes, near field communication, track and trace, product scanning and consumer engagement. Giving brand owners valuable and actionable "big data" about their consumers and products through a powerful data analytics capability.