



YPB Group Ltd.
ABN 68 108 649 421
ASX code: YPB

GLOBAL LEADER IN ANTI COUNTERFEIT TECHNOLOGY
Level 29, 66 Goulburn Street, Sydney NSW 2000
T: +612 8263 4000 F: +612 8263 4111
www.ypbsystems.com www.brandreporter.com

ASX: YPB

ASX/MEDIA ANNOUNCEMENT
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YPB signs MOU with Orora

- YPB signs MOU with Global packaging company Orora (ASX: ORA)
- YPB to provide full suite of products to Orora's customers

YPB Group Ltd (ASX:YPB) is delighted to announce the signing of a binding Memorandum of Understanding with Orora Ltd (ASX:ORA) to provide YPB's full range of products, tools, processes, data platforms and services to Orora. As a result of this agreement YPB and Orora will partner to take YPB's product authentication and customer engagement solutions to Orora's customers.

Orora, with a turnover exceeding \$3.5Bn, is an innovative, customer-focused and leading provider of packaging solutions to the manufacturers of beverages (including beer, wine, soft drink and spirits), fruit and vegetables, meat and seafood producers within Australia, New Zealand, USA, Canada and Mexico. Orora has 39 manufacturing plants and 83 distribution sites across seven countries and approximately 5,500 team members, it supplies packaging products and services to grocery, fast moving consumer goods and industrial markets.

Under the agreement, Orora will be able to offer its extensive customer base the option to protect their brands with YPB's patented anti-counterfeit technology, security packaging solutions, consulting and forensic services.

YPB Executive Chairman John Houston said "This exclusive agreement will represent a major *multiplier partnership* relationship for YPB and is a significant recognition of our Protect, Detect and Connect strategies by a major global packaging company. We commend Orora for acknowledging the sweeping global trends of the need for anti-counterfeit protection and the rise in customer engagement. The breadth and spread of Orora's business with its enviable customer base provides a unique opportunity for YPB to deliver its product authentication and customer engagement solutions rapidly to a global market."

For further information please contact;

Mr. John Houston
Executive Chairman
YPB Group Limited
T: +61 458 701 088
E: john.houston@ypbsystems.com
W: www.ypbsystems.com

Mr. Robert Whitton
CFO and Company Secretary
YPB Group Limited
T: +61 457 666 309
E: rob.whitton@ypbsystems.com

Media and Investor Enquiries

Matthew Wright
NWR Communications
+61 451 896 420
matt@nwrcommunications.com.au

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.