



ASX ANNOUNCEMENT

**ASX: YPB | 16th July 2024**

## **Business update – 2 China contracts & Trademark registered**

- **Compass GreenTech have purchased CNY100k of YPB's proprietary tracer yarn**
- **This initial project valued at A\$20k**
- **Transfar Group committed to paid trial for CNY12k (A\$2.5k)**
- **Transfar to integrate YPB's proprietary PET for Garment security**
- **ConnectQR Trademark registered with IP Australia**

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is pleased to update shareholders on progress in its China business unit. These projects have signed on using proven YPB technology aimed at anti-counterfeit in the China manufacturing market.

### **Compass GreenTech**

Compass GreenTech Limited ([www.compassgreentech.cn](http://www.compassgreentech.cn)) provides "one stop" branding solutions to apparel manufacturers through 5 manufacturing sites in China and Vietnam. The product sold in this case is YPB's proprietary anti-counterfeit PET fabric/yarn product which Compass intends to apply to their apparel Brands. This is the first contract with Compass GreenTech and represents an initial project.

### **Transfar Group**

Transfar Group ([www.etransfar.com](http://www.etransfar.com)) has 2 listed China Companies, Transfar Zhillian (SHE: 002010) and Xin'an (Shanghai: 600596) and supplies products and services to over 100 countries in manufacturing, logistics and technology. This project is targeted at the global garment industry and is a "paid trial" which can potentially lead to significantly higher volumes after the initial 3 month trial project. Success in this trial has the potential to lead to further success within this Group.

### **ConnectQR Trademark registered with IP Australia**

ConnectQR ([www.connectqr.ai](http://www.connectqr.ai)) our recently launched self-service SaaS product has achieved a milestone of trademark registration through IP Australia. As previously announced, [ConnectQR](#) has the potential of dramatic impact on the Company's business, to scale both revenue and profit as the product gains traction and the registration of the trademark protects this valuable addition to the Company's IP portfolio.

**YPB Executive Chairman and Group CEO John Houston said:** *"I am pleased to advise of commercial progress in our China business unit based in Beijing. China revenues while stable, have just started to show momentum as our team seeks and achieves success with new customers using our proven technologies to protect Brands against counterfeiters. We are seeing progress with our newly*



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launched ConnectQR product and are proud to advise shareholders of the registration of the Trademark.

This announcement has been authorised by the Board of YPB Group Limited.

**Ends.**

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About YPB Group

YPB Group Limited (ASX: YPB) is listed on the Australian Stock Exchange and has developed and sells of a suite of physical, digital, and AI-based authentication technologies with a vast range of applications. Our solutions can easily authenticate a myriad of items, such as FMCG (fast-moving consumer goods) products, official identification documents, pharmaceuticals, nutraceuticals, dairy products, tax stamps, transactions - and even people.

Our solutions trigger engagement with consumers in a consented, cost-effective, and direct manner. Our proprietary technologies utilize Bluetooth and/or smartphones to capture and analyse invaluable authentication data in our Connect™ global intelligence platform, providing real-time, first-party, and worldwide market intelligence data. This actionable data enables brands to establish digital and direct marketing channels with their customers.

The markets YPB is targeting comprise many billions of items, and this number is growing rapidly, providing YPB with significant growth opportunities for its authentication and consumer engagement technologies.



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