

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 26<sup>th</sup> October 2016

### YPB COMPLETES A\$4M PLACEMENT AT 51.5% PREMIUM

- **\$4M placement to existing sophisticated shareholder at \$0.25, a 51.5% premium to last traded price**
- **Four out of the money options issued per share**

Brand Protection and Customer Engagement solutions company YPB Group Limited [ASX: YPB] has completed a A\$4 million placement to an existing shareholder.

A total of 16 million ordinary new shares will be issued at \$0.25 per share, a 51.5% premium to the last closing price of \$0.165.

Each share issued has four attached out of the money options with strike prices of \$0.35, \$0.45, \$0.55 and \$0.65, spread equally with a 10 year expiry.

YPB Executive Chairman John Houston said: "We welcome the additional investment from our existing shareholder, which will assist YPB in reaching our targets of breakeven and profit in 2017. It is an excellent show of confidence in the YPB business."

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### MEDIA AND INVESTOR ENQUIRIES

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### ABOUT YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, YPB is expanding its global footprint with an established presence in Australia, China, Thailand, USA, Mexico and India.

YPB's patented Anti-Counterfeit technology combined with its Security Packaging and Anti-Theft solutions, Consulting Services and YPB's proprietary CONNECT platform enables clients to PROTECT their high value



brands from the risks of counterfeit, product diversion and theft while providing the tools to CONNECT directly with their customers.

## **PROTECT**

### **Smart Security Packaging and labeling for Brands**

YPB offers a wide range of Smart Security Packaging and Labeling solutions that can be incorporated into almost any material and offer cost effective strategies to PROTECT the integrity and value of products and brands in high-risk markets.

### **Government Vital Documents**

YPB offers solutions to Governments to PROTECT their Vital Documents that include ID cards, Visas, Passports, Vehicle Labels and many other applications.

### **Retail Anti-theft**

YPB offers clients the latest technology in Retail Anti-Theft and Labeling solutions effective for mainstream retailers, boutiques and exporters to PROTECT against theft.

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

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

### **Secure Supply Chain**

YPB offers secure supply chain solutions to Governments, banks and companies wanting to ensure the integrity of their supply chain using a combination of YPB's authentication technology and secure track and trace solutions, delivering real protection for high value documents, 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 who 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 can consult with a brand owner to develop strategic, tailored solutions to protect the brand against 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 diverted products. They also allow brands to connect and engage directly with their customers via QR codes, Near Field Communication, secure track and trace and product scanning. The YPB CONNECT platform delivers brand owners valuable and actionable intelligence about their products and customers to measure, tailor and individualise direct marketing campaigns through a 'big data' analytics capability.

[www.ypbsystems.com](http://www.ypbsystems.com)