



ASX ANNOUNCEMENT

ASX:YPB | 2 September 2020

NATURE ONE DAIRY® expands YPB CONNECT through SE Asia

- NATURE ONE DAIRY® (NOD) has confirmed additional take-up of YPB's CONNECT for SE Asian expansion with 10 million additional codes
- YPB CONNECT to support NOD's continuing expansion into SE Asia
- SE Asian expansion expected to add to initial revenue expectations

Product authentication and consumer engagement solutions provider **YPB Group Limited (ASX:YPB)** is pleased to announce that NATURE ONE DAIRY® has confirmed the expanded usage of YPB's CONNECT codes in its regional expansion through SE Asia.

NATURE ONE DAIRY® is YPB's first dairy sector customer and it is a producer of nutritionally enhanced milk powders and it also contract manufactures for a number of Australian and international retailers.

NOD has confirmed that it intends to increase the utilization of YPB's CONNECT beyond the initial applications in China and domestically to its new markets of Myanmar, Singapore, Vietnam, Indonesia and Cambodia. NOD has initially ordered an additional 10 million codes to be implemented over the initial Master Service Agreement (MSA) period. NOD's SE Asian expansion takes its product lines into more markets and additional product types such as senior and student nutrition targeted at the Vietnam market.

YPB Group CEO John Houston said: "NATURE ONE DAIRY® is a cornerstone client of YPB's innovative CONNECT platform and we are delighted to extend our MSA to support its SE Asian expansion. We believe that not only will this add to revenue recognition, but also the awareness of this technology which is easily implemented on production lines to confirm product authenticity and encourage consumer engagement."

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

Ends.

For further information please contact:

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About YPB Group

YPB Group Limited (ASX:YPB) is an Australia-based product authentication and consumer engagement solutions provider. YPB's proprietary smartphone enabled technology suite allows consumers to confirm product authenticity and, for brands, that triggers consumers' engagement.



The combination of YPB's smartphone authentication solutions and its SaaS Connect platform, creates 'smart' product packaging, opening cost-effective, digital and direct marketing channels between brands and their consumers. Connect gathers actionable data on consumer preferences. It can then host tailored marketing campaigns directly back to the scanning smartphone.

YPB is currently focused on the rapidly growing Australian, South East Asian, and Chinese markets. Its focus is dairy, cannabis, alcohol and cosmetics where the viral growth of fake products, particularly in Asia, affects brand value and endangers consumers. To learn more please visit: ypb.io