



## ASX ANNOUNCEMENT

ASX: YPB | 22nd April 2024

### Invitation to Webinar to discuss QR momentum

- YPB to hold Webinar on Wednesday April 24<sup>th</sup> at 11am Sydney time
- ConnectQR – why it is transformative to the business
- Importance of recycle beverage market with recent contract win

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is pleased to advise it will be hosting an investor webinar 24<sup>th</sup> April at 11:00am AEST (09:00am AWST).

During the webinar, Executive Chairman and Group CEO Mr John Houston and Chief Operating Officer Mr Martin Ross will provide an update to shareholders recent operational performance.

The briefing will be followed by a Q&A. Questions can be submitted to [alex@investorstream.com.au](mailto:alex@investorstream.com.au) now, or in written form during the webinar.

#### Details:

- **Date:** Wednesday, 24<sup>th</sup> April 2024
- **Time:** 11:00am AEST (09:00am AWST)

**Registration link:** <https://attendee.gotowebinar.com/register/2201262299817176925>

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is looking forward to updating shareholders on the achievement of important banner project milestones. These projects demonstrate diversity of application and markets, increasing commerciality, and expanding opportunity for YPB's intellectual property portfolio. We will discuss the following projects and initiatives:

#### ConnectQR

[www.connectqr.ai](http://www.connectqr.ai) is our newly launched website in the US\$3.5bn QR code market<sup>(\*)</sup>. We were an early pioneer into the QR generation and management space in 2016 and to date we have generated 250 million codes through our proprietary Connect<sup>tm</sup> platform. This product has the potential to be transformative for the Company, join us to see why.

#### Ecocan Recycling Africa

YPB has entered into 3 year contract with ECOCAN Africa granting them exclusivity for the recyclable beverage market in Africa with the potential revenue per annum of A\$800k and guaranteed revenue of \$276,000 over the 3 year term as per the Company's announcement released 17<sup>th</sup> April 2024, <https://announcements.asx.com.au/asxpdf/20240417/pdf/062li3w4hwyd34.pdf>





ProtectCode™ is YPB's proven QR code technology which is proposed to be supplied to ECOCAN to prevent fraud associated with the redeeming of recyclable containers supplied to large bottlers and brands in the Africa market.

### Addera (Peru contract signed end 2023)

Significant traction since first codes delivered in January 2024 In 3 months we have generated 3,167,000 against annual minimum of 4 million, see <https://announcements.asx.com.au/asxpdf/20231116/pdf/05xdnjdzifqj0.pdf>

Total Companies: 21 and Total SKUs marked: 53

It is notable that the potential value of these projects has expanded through YPB Connect™ becoming the digital hub for all of YPB's digital services so that valuable product and market data is recorded, analysed and monitored, and can be used by customers in critical decision making and compliance. This data capability increases the realisable value from YPB's intellectual property portfolio.

**YPB Executive Chairman and Group CEO John Houston said:** *"I am pleased to be able to report that the recently announced ECOCAN contract has been secured and its impact on the business is valuable. Additionally we entered the burgeoning QR generation and management market in Q1 2024 with the launch of ConnectQR, a new product and revenue stream for the Company. We are building strong business momentum across our whole partner, client and product range."*

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

(\*) <https://www.futuremarketinsights.com/reports/ar-code-labels-market>

**Ends.**

### For further information please contact:

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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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