



Annual General Meeting 2023

The Future of Authentication & Consumer Engagement

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All amounts are in US dollars unless otherwise stated.

Who is YPB?

YPB Group Limited (ASX: YPB) is listed on the Australian Stock Exchange and has developed and sells 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 utilise Bluetooth and/or smartphones to capture and analyse invaluable authentication data in our Connect™ global dashboard, 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.

Our Vision:

Real protection for quality brands by bridging the physical to digital divide.

Our Mission:

To make it simple and inexpensive for brands to protect their consumers and engage with them.

2022 – built strong momentum for 2023 and 2024 despite severe Covid overhang

✔ **Financial performance sub-par but Covid hit all geographies, particularly China**

✔ **Cost base ultra-lean and highly functional**

- Continued targeted cost cuts in 2022, now down 50% past three years

✔ **Product suite capability and commerciality surged**

- Bluetooth connectivity
- All products integrated into Unified Global Dashboard
- Next gen unifAI smartphone app
- MotifMicro in-field testing continues
- Next generation tracers under development

✔ **Marketing and sales upgrade realised immediate results**

- Expanded team and skills in Bangkok
- Achieving measurable results and benefits
- Inbound enquiry sharply up, generating strong leads
- Top-notch channel partners developed and expanded



YPB has spent 10 years developing digital & physical IP for authentication

2021

- USPTO Patent for smartphone readability extremely valuable in cementing IP portfolio
- China Patent Granted for smartphone readability
- Automated data collection for development analysis, AI & Machine learning
- AI-based smartphone model inclusion
- Record live time data via YPB Connect such as first party data, geolocation, time.
- MotfiMicro smartphone coverage from Android 9.0 and iPhone X and above

2022

- Increased interoperability with packaging lines through new user interface
- Enhanced AI developed global dashboard
- Expanded Track & Trace scope (BrandReporter)
- Customisable global counterfeit monitoring system
- Created in-house content marketing for lead generation
- YPB on the go bluetooth scanner released

2023

- Introduce the YPB UnifAI app
- YPB release Signasure™ Tracer scanner for billions of applications
- YPB NanoTracer coming online
- Re-launch of YPB Proprietary Visible Tracer Technology
- YPB licenses further AI technology for enhanced user verification
- YPB enters USA lottery market

Loyal customers with recurring revenues despite Covid hit



*Applications supplied through partners.

YPB's tech was previously sold as discrete products

In 2021 and 2022, we focused on developing a world-class global dashboard that seamlessly integrates our portfolio of technology into one platform, unifying our solutions for enhanced saleability



Covert forensic tracer that responds to wavelengths of infrared (IR) light. Traditionally sold in China only



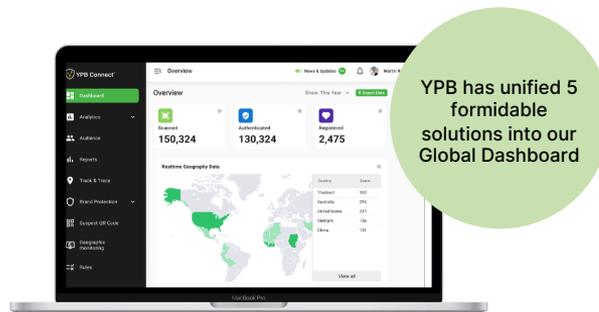
Cloud based platform transforms product packaging into global dashboard for any brand



Smartphone readable authentication technology. Global marketing launch in 2022



Now five formidable solutions integrated via our revolutionary Unified Global Dashboard: delivering strong gross margins



 YPB Tracer®

Covert forensic tracer that responds to wavelengths of infrared (IR) light.

0.5 cents/unit



 MotifMicro®

Smartphone readable authentication technology. Global marketing launch in 2022.

1-2 cents/unit



 BRANDREPORTER

The most versatile track and trace solution for brands.

1-2 cents/unit



 ProtectCode®

Consumer engagement and product authentication technology that doesn't require an app.

1-2 cents/unit



 UnifAI

Protect your brand and consumer with our UnifAI app.

Free

Capturing highly valuable marketing data via our Unified Global Dashboard: revolutionising the industry



The Future of Authentication & Consumer Engagement

				
<p>Unlock consumer engagement & product authentication without an app.</p>	<p>Versatile track and trace solution for brands.</p>	<p>Combat counterfeiting with covert microparticle technology for inks, plastics, and varnishes.</p>	<p>Smartphone readable authentication technology to prevent your products or documents from counterfeiting.</p>	<p>Protect your brand and consumers with our UnifAI app.</p>
<ul style="list-style-type: none"> • Serialisation for track & trace, and supply chain monitoring. • Product authentication to protect consumers from fakes. • Interactive packaging to capture consented first-party data. 	<ul style="list-style-type: none"> • Protect your consumers from potentially harmful products with product recalls. • Serialised QR codes per unit and container for track and trace. • Product authentication Interactive packaging for consumer engagement. • Create and manage customer orders. 	<ul style="list-style-type: none"> • Completely invisible product and document security. • Cannot be copied, spoofed or destroyed. • Customised signature for brands available. • Verified by SGS to meet FDA food contact requirements. 	<ul style="list-style-type: none"> • Invisible and read by an unmodified smartphone. • Can easily be added into ink, varnish, polymers. • Patent protected. • Verified by SGS to meet FDA food contact requirements. 	<ul style="list-style-type: none"> • Scan for MotifMico particles on products. • Pair with YPB Scanner via Bluetooth to capture Date Time Location of scan data • Scan QR codes to check status and data. Add info to inactive codes before activating

USA lottery ticket entry opens major opportunity

Market size

- USA instant lotteries market valued at US\$39 billion from 2022*
- The lottery market in US is estimated to grow at a CAGR of 6.61% between 2022 and 2027*
- Similar market size in the EU
- China operates instant lotteries

YPB's first contract

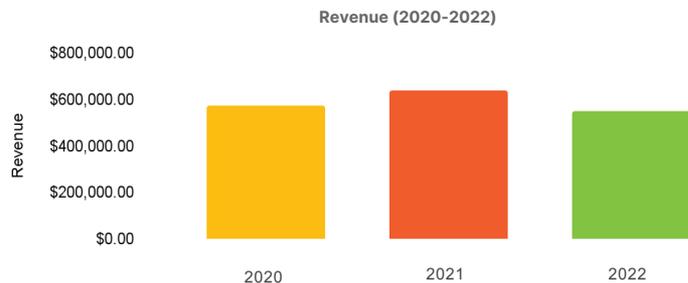
- YPB Tracer technology to protect USA pull tab/instant lottery tickets from fraud – 3 Year agreement
- First purchase order received
- Potential step-change in realizable value of YPB Tracer technology

Process Development

- Invisible YPB Tracer applied at the point of manufacture to winning tickets
- YPB OEM scanner modules fitted to self-serve kiosks and concessions that pay out winning tickets
- Innovations extend the scanning of YPB Tracer from a purely anti-counterfeit tool into a valuable market intelligence tool

Source: <https://www.technavio.com/report/lottery-market-in-us-industry-analysis> *

Revenue From Existing Products Has Remained Constant Throughout COVID-19



Revenue Growth since inception			
YPB Product Portfolio	 YPB Tracer®	↑	+18%
	 MotifMicro®	↑	+226%
	 UnifAI	↑	Online 2023
	 BRANDREPORTER®	↑	Online 2023

Serialised ProtectCodes Generated

	Units
Pharmaceutical	260,000,000
Dairy	2,000,000
Health and Wellness	16,000,000
Total	278,000,000

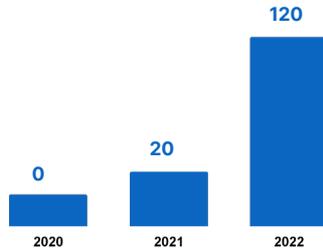
Tracer applied in packaging

	Units
Food Packaging	86,000,000
Medicine and health products	24,000,000
Liquor	192,000,000
Cosmetics and daily chemical products	6,000,000
License and certificates	468,000,000
Clothing and sports products	57,550,000
Books and publications	13,000,000
Electronic products	13,000,000
Auto parts and lubricants	210,000,000
Building materials	34,000,000
Total (applications)	1,090,550,000

YPB's In House Marketing Has Driven Significant Growth in Prospecting Activity

LinkedIn

Posts

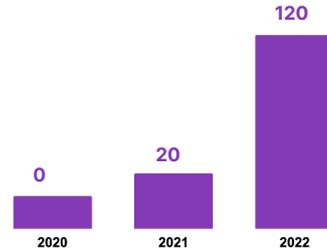


Followers

Activity increase of **100%+**

Instagram

Posts

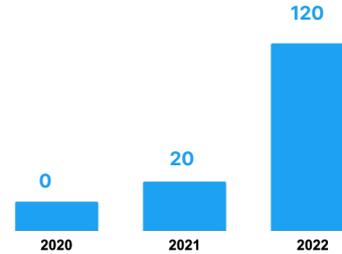


Followers

Activity increase of **100%+**

twitter

Posts

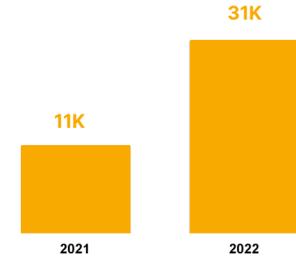


Followers

Activity increase of **100%+**

Analytics

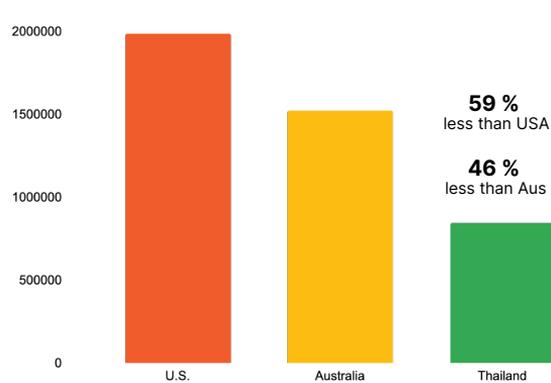
Web traffic



All traffic to ypbsystems.com

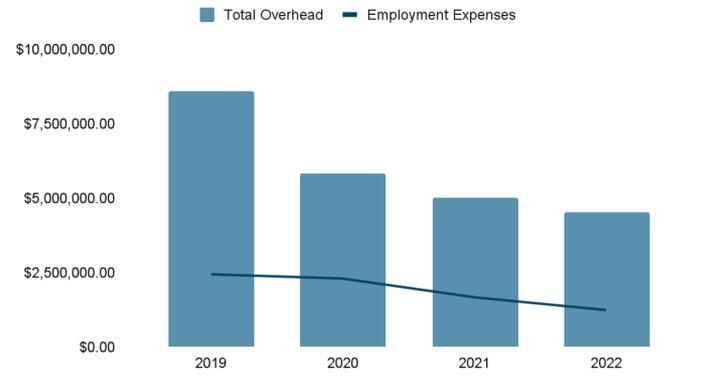
Traffic increase of **95.2%+**

Overhead reduced by 50% over the past three years by consolidating headcount in Thailand



Salaries by country (AUD)

Difference of salaries in USA & Australia compared to Thailand for marketing, technology and finance departments.



Total Overhead and Employment Expenses 2019-2022

A 52% difference in total overhead & 51% difference in employment expenses from 2019 to 2022

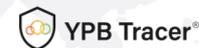
Global Anti-Counterfeit Packaging Market to Soar to US\$522 Billion by 2030 at a 12% Compound annual growth rate *



The Smart Packaging Market is expected to reach **US\$43.6 billion by 2027**, at a CAGR of 5.2% during the forecast period of 2020 to 2027 ***



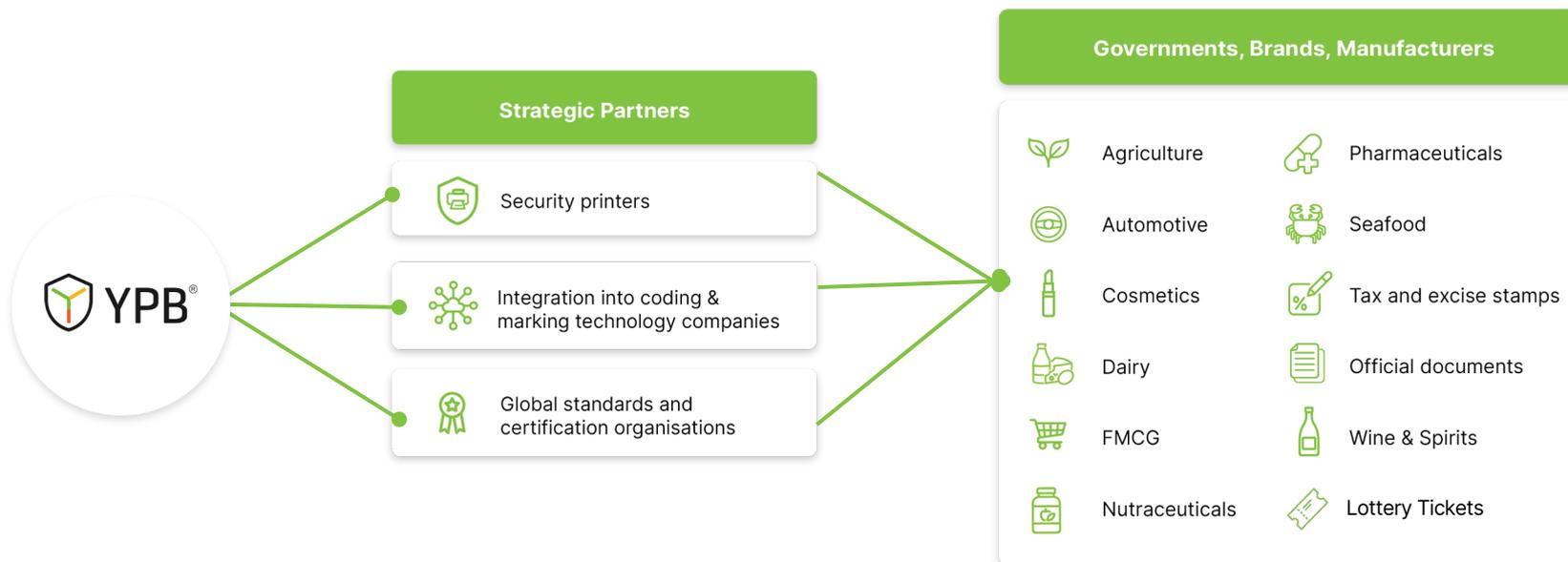
The Global Authentication and Brand Protection market is expected to reach **US\$4.91 billion by 2027**, at a CAGR of 9.6% during the forecast period of 2022-2027 **



<https://www.marketresearch.com/Research-Reports/2024/Global-Authentication-Brand-Protection-Market-3217569/> ***
<https://www.researchandmarkets.com/reports/717445/anti-counterfeit-packaging-technologies-market/> **

Leveraging Existing Relationships Through Strategic Channel Partners

YPB partners up with organisations that allow access to their clients



All the Ingredients for Major Shareholder Value Creation

High Demand

High need, high value

Geographies:

- China, SE Asia
- ANZ exporters
- EMEA/US Markets

Sectors:

- Wine and Dairy
- Pharmaceutical
- Health and Beauty
- Packaging Partners
- Lottery

YPB Solutions

- Unique IP
- Patent protected
 - + 21 granted
 - + 4 pending
 - + China ACCI accredited
- B2C
- B2B
- B2G
- Low cost
- Easy implementation
- High Margins

YPB Access

High need, high value

Geographies:

- China, SE Asia
- ANZ exporters
- EMEA/US Markets

Sectors:

- Wine and Dairy
- Pharmaceutical
- Health and Beauty
- Packaging Partners
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Scalable Technology

- Revenue per unit application
- High volume and/or high value brands
- Government enterprise sales
- Technology products developed to comply with government applications in mind

Operational Leverage

- Magnify resources via partners
- Keep headcount low
- Keep overheads low
- Global distribution partnerships, highly leveraged to growth

Board, Management and Key Financials



John Houston

Chairman and Founder

40 years' of building successful businesses across the globe.

Built the US\$2 billion Greenfield mobile phone company
Operated a US \$350 million EBIT telecommunications company



George Su

Non-Executive Director

Over 30 years' Business experience in the Asia-Pacific region

Chief Executive of Richlink, servicing ultra-high-net-worth Chinese investors.
Former head of the Australian operations of China's largest investment bank, CITIC Securities.



Gerard Eakin

Non-Executive Director

35 years' experience in the portfolio management and research of Australian Equities.

Former head of Australian Equities at Rothschild Australia Asset Management,
Managing Australian equity portfolios at Manifest Capital Management since 2002.



Martin Ross

Chief Operating Officer

A successful business builder and brings years of experience.

Oversees the sales and marketing department operations for YPB.
A background in business operations and strategic planning has allowed Martin to successfully lead teams, drive growth, and improve efficiency.

Item	Number
Shares on issue	619,248,856
Market Capitalisation	\$1.3M
Share Price	\$0.0020

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Chief Operating Officer

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