



ASX ANNOUNCEMENT

ASX: YPB | 26 June 2023

Appointment of Joint Company Secretary

Authentication and consumer engagement solutions creator **YPB Group Limited (ASX: YPB)** is pleased to announce that Ms Shelby Coleman, from Automic Group, has been appointed as Joint Company Secretary of the Company, effective immediately.

Ms Coleman is experienced in ASX and ASIC compliance, providing advice on corporate governance and other regulatory matters for ASX listed companies across a range of industries. Ms Coleman holds a Bachelor of Laws and a Bachelor of Arts from Victoria University of Wellington, and is an affiliate member of the Governance Institute of Australia

For the purpose of ASX Listing Rule 12.6, Ms Lucy Rowe and Ms Shelby Coleman will be the people responsible for communications between the Company and ASX.

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

Ends.

For further information please contact:

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Six Degrees Investor Relations

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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