

ASX ANNOUNCEMENT

ASX: YPB | 12th October 2021

YPB launches new product MultiSec® Shield targeting Government document authentication

- Global launch of new product – MultiSec® Shield follows US patent grant on October 5th
- MultiSec® Shield is a significant new product for the authentication of documents enabling entry into the government and related documents authentication market
- MultiSec® Shield is a smartphone readable over-laminate incorporating MotifMicro™
- Provides immediate smartphone verification as to whether a document is fake or real

Anti-counterfeit and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** (“YPB” or “the Company”) is pleased to advise that it has launched MultiSec® Shield, its first commercial document authentication product to target the supply of the government documents markets globally.

MultiSec® Shield is a new and never previously released, secure over-laminate product that protects high value documents and physical media from counterfeit by allowing end-user authentication via smartphone scan (see ypbsystems.com/en/multi-sec-shield/ or motifmicro.com). Due to its simplicity in production and application, MultiSec® Shield can be used to detect fake documents in various applications via a smartphone scan to detect the presence of an invisible tracer material. Examples of potential applications include ID cards, passports, driver's licences, birth certificates and vaccination cards or records.

MultiSec® Shield is a significant product developed by the Company as it is the first commercial product which integrates the Company's proprietary MotifMicro1 (MM1) solution with the recently announced US Patent No. 11,138,612 (refer ASX announcement: 5 October 2021) for use in the high value document authentication market. The entry into this market is also significant for the Company as it follows research by the Company¹ and industry feedback into what the Company believes is a substantial potential market of the use of MultiSec® Shield by government bodies, government approved manufacturers and more commercially oriented groups or applications such as collectibles, warranty cards, and many forms of identity documents and the like.

Executive Chairman John Houston said: “MultiSec® Shield is a breakthrough product for YPB into the documentation authentication market. Its development has been market led, it solves a global problem, it has negligible barriers to adoption, and it offers immediate implementation at marginal incremental costs. MultiSec® Shield enables YPB to enter and demonstrate to potential customers the application of the product and is an important new product offering of the Company.”

¹ See for example articles such as “Report to the Nation” published by the Document Security Alliance (<https://www.documentsecurityalliance.org/forms/rtn.pdf>)

The following image shows the application of MultiSec® Shield which is fused into a document overlay allowing it to be detected by a smartphone loaded with the Company's MotifMicro App.

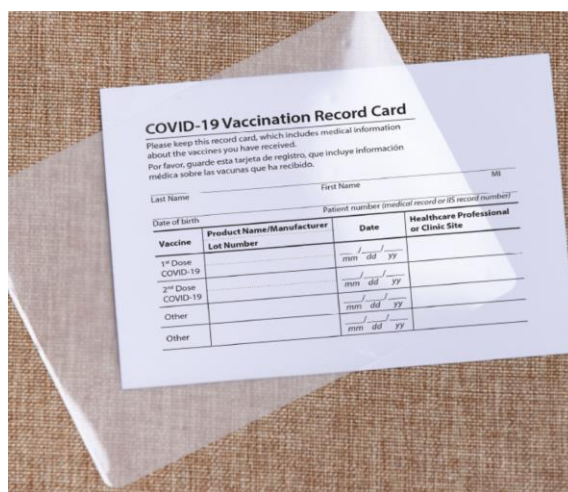


Image: YPB's new MultiSec® Shield over-laminate product

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

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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: ypbsystems.com