



ASX ANNOUNCEMENT

ASX: YPB | 23 March 2021

Three-year MSA secured with leading Australian natural health and beauty products manufacturer, Phytologic

- **Phytologic is a manufacturer and distributor of premium herbal, vitamin and mineral supplement products**
- **Phytologic brands include Anthogenol, Henry Blooms and Rochway – MSA is for 4 Anthogenol SKUs initially with more to be added upon success**
- **MSA replaces existing global supplier for product authentication, track and trace, and engagement with YPB technology**

Product authentication and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it has signed a 3-year Master Service Agreement (MSA) to supply an integrated product authentication, track and trace, and consumer engagement solution to leading Australian natural health and products company Phytologic Holdings Pty Ltd. (“Phytologic”). (<https://www.phytologic.com.au>)

Phytologic specialises in manufacturing and distribution of premium quality herbal, vitamin, and mineral supplements and “gut loving” probiotics for general health and wellbeing. It operates under the recognised Anthogenol, the 75-year-old Henry Blooms & the Rochway brands, with an upcoming new release sports nutrition brand. Its products are wholly manufactured in Australia at GMP standard, TGA approved plants in NSW and QLD. It operates under the Anthogenol and 75-year-old, recognised Henry Blooms brands. Phytologic products are sold nationwide through established pharmacy and health food channels and are exported to over 30 countries.

Initially, YPB will provide support for 4 (<https://www.anthogenol.com.au>) stockkeeping units (SKUs). Anthogenol is a premium antioxidant ingestible and skincare range based on phytonutrients with exceptional antioxidant power discovered and developed in the mid-twentieth century by Prof. Masquelier. The MSA specifies a minimum annual order quantity (MOQ) after the initial 12 months and future price re-negotiation on the achievement of stretch volume targets.

The Company believes that further expansion is possible across the product portfolio upon success of the initial implementations to include, but not limited to, the Henry Blooms range of products which includes more than 100 SKU's.

By securing the MSA, YPB has replaced a market leader and global provider of supply chain authentication products, while maintaining the same price as the original provider. As part of the agreement, YPB's Connect platform will introduce bespoke track and trace features with a launch expected by June 2021.

YPB Group CEO John Houston said: “We are excited to partner with such a dynamic innovator as Phytologic and look forward to demonstrating the compelling value of our solutions. Our strategy of targeting the large, high growth natural health and beauty markets is gathering steam and the MSA with Phytologic is further evidence of this.



Phytologic will join other prominent YPB customers such as Nature One Dairy and Nature's Care on YPB's Connect platform broadening the company's footprint. We intend to drive the value of both our businesses through the power of consumer product authentication and close brand 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: ypbsystems.com