

## ASX ANNOUNCEMENT

**ASX: YPB | 30 March 2021**

### 7 new SKUs and advanced analytics added to CONNECT

- YPB's CONNECT wins additional 7 SKU's from Nature One Dairy and Nature's Care
- Nature One Dairy extends CONNECT support to a new production line for new "TUBS" Range
- Innovative new analytics added to CONNECT
- Improved operation of CONNECT China

Product authentication and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it has been awarded 7 (seven) new Stock Keeping Units (SKUs) under the Nature One Dairy and Nature's Care MSAs, bringing the number of products covered by CONNECT from these customers to 47 (forty-seven).

Each SKU is marked with a serialised QR code from YPB's CONNECT platform. Individual codes generate revenue for YPB along with the development of digital product landing pages. The YPB CONNECT platform has also been added to a new production line in Nature One Dairy's contract manufacturing facility which will be used on NOD's range of TUB Products, and this will also be offered to Nature One's range of contract customers.

During Q1 2021, YPB also improved CONNECT's operational hosting costs by 40% supporting the already high margins being shown across YPB's product lines. Additionally the platform's operational efficiency within China has been improved with no increase in operational cost.

YPB has also just released a new advanced analytics capability which will be offered as a subscription-based service to new and existing customers.

New analytics capabilities include:

- Demographic insights including age group and gender.
- Scanning, authentication, and 1st party data capture trends.
- Best performing segments by product SKU.
- Best performing Country by product SKU.

These analytic capabilities are a new functionality of the CONNECT platform. The Company believes that it will increase the attraction of CONNECT to customers.

**YPB Group CEO John Houston said:** "Our CONNECT team has done a marvellous job in Q1 2021 to reduce the hosting cost of the platform by working closely with Amazon Web Services' (AWS) cloud platform and to improve the support for scans in China. The enhanced analytics packages just released will add revenue, attraction and functionality to CONNECT. We also appreciate the support for CONNECT from our existing customers with the addition of 7 additional SKUs".

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

**Ends.**



**For further information please contact:**

**Investor enquiries**

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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](http://ypbsystems.com)