

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 13<sup>th</sup> January 2017

### THAILAND GOVERNMENT AWARDS YPB BOARD OF INVESTMENT STATUS

- The Government of Thailand issues YPB “International Headquarters” BOI status
- BOI status offers eight-year exemption from corporate tax, among other benefits
- Significant boost to YPB’s ability to do business in Thailand and Pan-Asia

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX:YPB) has received “Board of Investment (BOI) promotion certification” under the Government of Thailand’s BOI Investment Promotion Scheme.

Receipt of the certification allows YPB to access all the benefits of the BOI Investment Promotion Scheme, including an eight-year exemption from corporate income tax and work and residency benefits for expatriate staff. A key goal of the BOI is to promote Thailand as a lower cost business rival to Hong Kong and Singapore.

More information on the scheme is available at: <http://www.boi.go.th/index.php?page=incentive>

Thailand is an ideal site for YPB’s international headquarters, providing a low cost economy in the geographic heart of the enormous and burgeoning Pan-Asian middle class. Costs and travel times from Bangkok are far lower than from an Australian base and the accumulation of valuable local expertise relevant to western exporters far more likely.

YPB Executive Chairman Mr John Houston said: “While YPB has been headquartered in Thailand for nearly two years, the granting of BOI certification by the Government of Thailand is an important and value-enhancing development. We are proud to have established YPB’s operational headquarters in Bangkok and expect it to foster the development of our business in Thailand and Pan-Asia.”

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## **MEDIA AND INVESTOR ENQUIRIES**

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### **ABOUT YPB**

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, YPB is expanding its global footprint with an established presence in Australia, China, Thailand, USA, Mexico and India.

YPB's patented Anti-Counterfeit technology combined with its Security Packaging and Anti-Theft solutions, Consulting Services and YPB's proprietary CONNECT platform enables clients to PROTECT their high value brands from the risks of counterfeit, product diversion and theft while providing the tools to CONNECT directly with their customers.

### **PROTECT**

#### **Smart Security Packaging and labeling for Brands**

YPB offers a wide range of Smart Security Packaging and Labeling solutions that can be incorporated into almost any material and offer cost effective strategies to PROTECT the integrity and value of products and brands in high-risk markets.

#### **Government Vital Documents**

YPB offers solutions to Governments to PROTECT their Vital Documents that include ID cards, Visas, Passports, Vehicle Labels and many other applications.

#### **Retail Anti-theft**

YPB offers clients the latest technology in Retail Anti-Theft and Labeling solutions effective for mainstream retailers, boutiques and exporters to PROTECT against theft.

#### **IP solutions & forensic services**

YPB's IP solution specialists work with quality brands and Governments, to develop bespoke brand protection strategies and solutions that will deliver real protection and safety for brands, products and consumers.

#### **Secure Supply Chain**

YPB offers secure supply chain solutions to Governments, banks and companies wanting to ensure the integrity of their supply chain using a combination of YPB's authentication technology and secure track and trace solutions, delivering real protection for high value documents, brands, products and consumers.

### **DETECT**

#### **Scanner and Tracer protection solutions**

YPB's patent protected state-of-the art Tracer technology is invisible, cannot be copied or destroyed. Brand owners who include YPB's tracers in their packaging can use YPB's scanners to verify their product's authenticity. If a counterfeit is detected YPB's forensic services can consult with a brand owner to develop strategic, tailored solutions to protect the brand against counterfeiting and product diversion.

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## CONNECT

### Smartphone applications to Detect and Connect

YPB's sophisticated, user friendly and powerful smartphone applications allow brand owners and consumers to identify and report suspected counterfeit or diverted products. They also allow brands to connect and engage directly with their customers via QR codes, Near Field Communication, secure track and trace and product scanning. The YPB CONNECT platform delivers brand owners valuable and actionable intelligence about their products and customers to measure, tailor and individualise direct marketing campaigns through a 'big data' analytics capability.

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