

**ASX/MEDIA ANNOUNCEMENT****ASX: YPB | 12<sup>th</sup> December 2016****YPB SIGNS THREE-YEAR CONTRACT WITH TOP TIER GLOBAL PHARMACEUTICAL COMPANY**

- Three-year forensic services contract signed
- Customer is one of the world's top ten pharmaceutical companies
- Contract effective from December 2016

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) has signed a three-year contract with one of the world's top ten pharmaceutical companies.

The agreement engages YPB's PROTECT offering, focussed primarily on forensic laboratory services and IP solution design and implementation from YPB's Bangkok, Thailand regional hub, and will be available to the customer for its global operations.

The customer is a global pharmaceutical group headquartered and listed in USA with annual turnover of approximately US\$40 billion. The three-year contract has guaranteed revenue to YPB of approximately US\$300,000. Further details on the focus area, scope of the contract and the customer cannot be provided due to confidentiality reasons and the sensitive nature of the engagement.

Pharmaceutical companies are global targets for counterfeiters, with a recent report by Havoscope entitled 'Ranking of Counterfeit Goods by Losses' highlighting the global trade in counterfeit drugs has reached US\$200 billion.

YPB Executive Chairman John Houston said: "This contract is strong validation from a top tier global pharmaceutical company of YPB's capability and product offerings, and we are proud to offer this new customer the ability to PROTECT against the scourge of counterfeit. We expect this initial engagement to lead to expanded opportunities with this customer and within the wider pharmaceutical sector."

For further information please contact;

Mr. John Houston  
Executive Chairman  
YPB Group Limited

T: +61 458 701 088

E: [john.houston@ypbsystems.com](mailto:john.houston@ypbsystems.com)

W: [www.ypbsystems.com](http://www.ypbsystems.com)

Mr. Gerard Eakin  
Director

YPB Group Limited

T: +61 427 011 596

E: [eakin@manifestcapital.com](mailto:eakin@manifestcapital.com)

For personal use only



## MEDIA AND INVESTOR ENQUIRIES

Matthew Wright  
NWR Communications  
+61 451 896 420  
matt@nwrcommunications.com.au

### 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.

For personal use only



PROTECT | DETECT | CONNECT

## 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.

[www.ypbsystems.com](http://www.ypbsystems.com)

For personal use only