

## ASX/MEDIA ANNOUNCEMENT

**ASX: YPB | 9<sup>th</sup> January 2017**

### FIRST MILITARY CONTRACT IN MEXICO

- **Mexican Armed Forces places first order for supply of Vital Record Documents**
- **Initial order for 10,000 units**
- **Potentially lucrative opportunity with Mexican Armed Forces**

Brand Protection and Customer Engagement solutions company YPB Group Limited's (ASX:YPB) joint venture (JV) with Affyrmx LLC has received its first order for Vital Records from the Mexican Armed Forces.

Despite a modest initial order of 10,000 units, this contract marks the entry into a potentially lucrative market for YPB and one not foreseen in the original business plan of the Affyrmx JV. This first contract with the Armed Forces builds on the JV's Vital Records contracts won earlier in 2016 with four Mexican states. Mexico has 32 States and a total population of over 120 million people and the JV anticipates success with further states in 2017.

The Mexican Armed Forces is comprised of Army, Air Force, Navy, Marines and Coast Guard and according to the CIA World Fact book, Mexico's available military manpower is 72,000,000 (males and females age 18–49, 2009 est.), with 58,000,000 fit for military service, and 2,638,214 annually reaching military service age. All branches of the Armed Forces have an annual need for a range of YPB's security documents such as those being supplied or proposed to other Government customers in Mexico including ID Cards, Vital Records and Employee Passes.

YPB Executive Chairman Mr John Houston said: "Since commencing the Affyrmx JV in early 2016, our confidence in the Mexican opportunity has grown and we are optimistic of our Mexican JV becoming a significant business for YPB. Although modest, this first order from the military is a good, further step in the Affyrmx JV becoming a key supplier of a variety of Government Vital Documents to all levels and arms of Government in Mexico."

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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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