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**GLOBAL LEADER IN ANTI COUNTERFEIT TECHNOLOGY**  
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**ASX: YPB**

**ASX/MEDIA ANNOUNCEMENT**  
**29 September 2015**

## **YPB strengthens team with new Chief Marketing Officer**

- **Richard Raju appointed Chief Marketing Officer (CMO) to commence 5 October 2015 to be based in YPB's regional hub in Bangkok**
- **Richard is a highly experienced marketing and media professional, most recently Director at McCann Worldwide group based in China**
- **6 years China experience, cumulative 15 years ASEAN experience in agency, media, and digital serving the world's top Brands**
- **Richard will be responsible for Marketing, strategy and commercialisation of business assets**

Anti-counterfeiting technology company YPB Group Limited (ASX: YPB) has appointed experienced business management and marketing specialist Richard Raju as its Chief Marketing Officer (CMO).

Most recently Mr Raju worked as director at "big 4" global advertising agency McCann Worldgroup, specialising in digital and convergence advertising and marketing in the Greater China region. Previously he spent 8 years with the world's largest agency WPP Group, in Taiwan, Philippines and China in various senior roles including Managing Director of Ogilvy Action.

Mr Raju has a proven track record in growing business operations, establishing excellent relationships and building brands on a local as well as global scale. He pioneered social media strategies targeted at shopping behaviour, which will prove invaluable in the continued development of YPB's Connect pillar.

Overall Mr Raju will be responsible for leading YPB's marketing, strategy and commercialisation of its business assets with YPB being in a position to capitalise on his experience which spans a number of countries across Asia-Pacific and will prove complementary to YPB's business endeavours.

Mr Raju will commence his role with YPB on 5 October 2015.

YPB Group CEO John Houston said: "We feel particularly excited to have someone of Richard's calibre and experience join YPB. We are confident that he will be a great addition to our team as he shares our ambition and vision of protecting brands and consumer engagement, two of YPB's core competencies. Most recently he was in a senior position in one of the world's top four advertising agencies and has extremely strong networks amongst the world's leading brands.

Outgoing CMO Mr Randall Griffis having supported YPB through its first year post listing leaves YPB with the company's best wishes.

**For further information please contact;**

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**About YPB**

YPB Group (ASX: YPB) is a pioneer in advanced anti-counterfeit and product authentication solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB's patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB's full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

**PROTECT**

**Anti-counterfeit print packaging and labeling**

YPB offers a wide range of security packaging and labeling solutions that can be included into almost any material and is a cost effective anti-counterfeit solution for companies wanting to protect the integrity of their brands in high-risk markets. YPB's patent protected tracer technology is state-of-the art and cannot be copied or destroyed.

**IP solutions & forensic services**

YPB's anti-counterfeit specialists will work with quality brands and Governments, to develop personalised anti-counterfeit strategies and solutions that will deliver real protection and safety for brands and their products.

**DETECT**

**Scanner and tracer protection solutions**

Brand owners that 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 service laboratory will consult with a brand owner to develop strategies to fight counterfeiting and product diversion.

**CONNECT**

**Smartphone applications to detect and connect**

YPB has developed a simple to use smartphone application called Brand Reporter that allows consumers to identify and report suspected counterfeit or divergent products and allows brands to connect and engage with consumers via QR codes, near field communication, track and trace, product scanning and consumer engagement. Giving brand owners valuable and actionable data about their consumers and products.

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