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# CERTAINTY OF AUTHENTICITY



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**1.7**

**TRILLION**

Current value of global counterfeit trade

**284**

**BILLION**

Corporate and government spend combating counterfeiting



China's share of counterfeits seized by US customs



Estimated share of global trade that is counterfeit

**300k**

People die each year from lethal counterfeit pharmaceuticals

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# Counterfeiting

An increasing global risk for people, business and government.

**300,000 PEOPLE**

People die each year from lethal counterfeit pharmaceuticals alone.

**\$1.7 TRILLION**

Current value of global counterfeit trade  
= 7% of global trade

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## OUR PURPOSE

PROTECT | DETECT | CONNECT

We provide Certainty of Authenticity to Brands and Consumers.

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# XIA FIREAL

## KEY INSIGHT

Fast growing middle class in China will expand to 350m in 2016



## INNOVATION / STRATEGY

To provide solutions to exporters who do business in Asia, to protect their brands and connect to consumers.

YPB developed and owns  
world's first End-To-End  
Anti-Counterfeit,  
Brand Protection solution.



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**YPB™**  
PROTECT | DETECT | CONNECT  
YPB Group Co., Ltd.

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Congratulations  
YPB

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## LEADERSHIP TEAM FOCUS

Build a **high performance culture** and **company DNA**

Focus on **clients' needs** and become part of their DNA

Focus on **innovation, value creation and customer centric execution**

Maintain high standards of **ethics and compliance** in everything we do

Develop **strong fundamentals** and drive long term, **sustainable growth**

# WE HAVE BUILT A GLOBAL BUSINESS SINCE IPO

2010	2011	2012	2013	2014	2015	2016
<ul style="list-style-type: none"> <li>- Design commenced tracer and scanner</li> </ul>		<ul style="list-style-type: none"> <li>- FDA certification</li> <li>- First product trials begin</li> <li>- First trial contracts signed in China</li> </ul>	<ul style="list-style-type: none"> <li>- AQSIQ Production License</li> <li>- Certification Beijing Administration</li> <li>- IP platform secured with Patents</li> </ul>	<ul style="list-style-type: none"> <li>- Successful ASX listing</li> <li>- Acquired Brand reporter</li> </ul>	<ul style="list-style-type: none"> <li>- Acquired brand protection consulting business</li> <li>- Acquired print integration business</li> <li>- Acquired nTouch</li> <li>- Signed Hicap and Shensaier supply contracts</li> <li>- Began supply to Chinese Government for Building passes</li> <li>- Signed first contract to protect Chinese Government 'fapiao's'</li> <li>- Shipments begin to major customers</li> <li>- Signed contract to protect salt packaging in China</li> <li>- Signed agreement with China Feather and Down Industrial Association</li> <li>- LOI with Motif Micro</li> </ul>	<ul style="list-style-type: none"> <li>- JV with Affyrmx [ Mexico ]</li> </ul>

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# EXPANDING GLOBAL FOOTPRINT

**USA**  
Los Angeles  
New York  
2016

**INDIA**  
Bangalore  
2016  
Bangkok  
**CHINA**  
Beijing  
**ASEAN**

**AUSTRALIA**  
Melbourne  
Sydney


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# STRONG IP PORTFOLIO

**USA**  
1 x Shared Patent  
1 x Trademark  
2 x Patents Pending

**CHINA**  
4 x Patents  
6 x Patents Pending

**AUSTRALIA**  
4 x Trademarks



**PCT**  
1 x Patents Pending

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# ENVIABLE CLIENT LIST



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## OUR FOCUS

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Challenge the status quo and encourage innovation

Focus on Customers, Solutions that add value

Work as a Team to achieve a common goal

Build Entrepreneurship, Operational Excellence, Productivity to build competitiveness

Develop Strong growth pipelines and Drive Long Term, Sustainable Growth

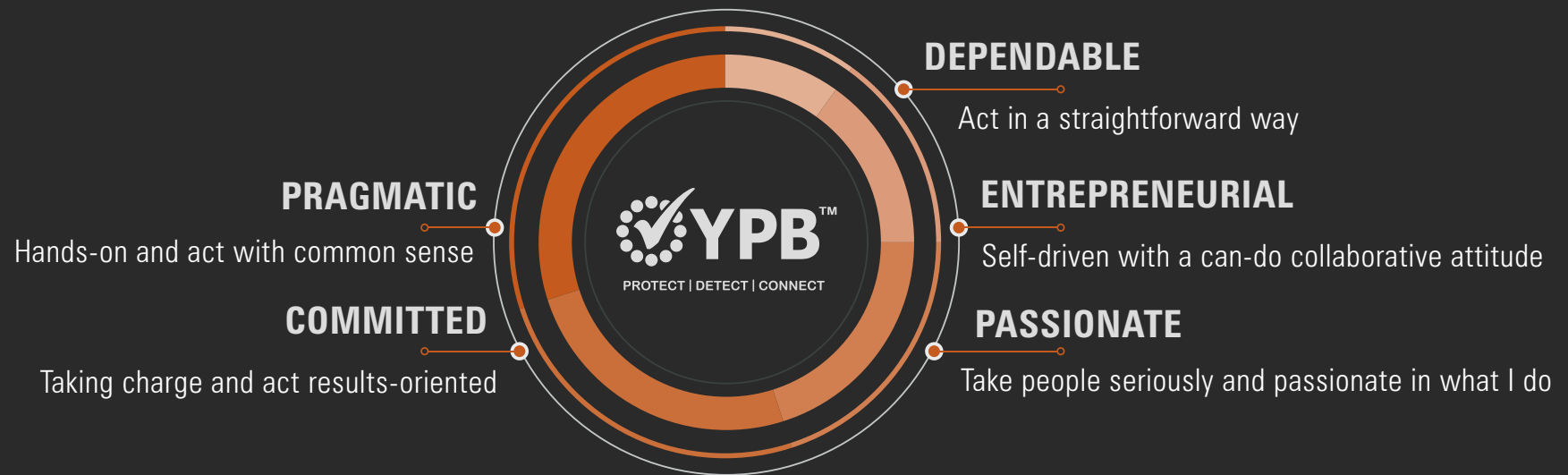
Build a High Performance Culture

# THE MOST ADMIRABLE BRAND PROTECTION COMPANY IN THE WORLD.

Define and lead the anti counterfeit industry

Set New Levels of Innovation and Performance  
throughout the Company and Industry

Be recognized as an industry game changer



# PEOPLE PRODUCTS STRATEGY EXECUTION

Strong lead technology - solution model and commercial capability will drive growth in 2016.

## NEAR-MEDIUM TERM OBJECTIVES

### 2015 - "Land Grab"

Understand market dynamics & test commercial model.

#### Product

- Protect
- Detect

#### Commercial

Team Education  
SOB Relationships  
Initiate Execution

### 2016 - "Build Portfolio"

Develop portfolio to win in key markets – Team expansion.

#### Product

- Protect
- Detect
- Connect

#### Commercial

Data & Digital  
Consumer Engagement  
based on authentication

### 2017 - "Build Position"

Expand team and gain significant initial share.

#### Product

- Next Gen (Holy Grail)
- Protect
- Detect
- Connect

#### Commercial

Drive Differentiation  
Expand Targeting



# PEOPLE PRODUCTS STRATEGY EXECUTION

## Culture

- |                   |                    |
|-------------------|--------------------|
| Clear Destination | Hire the Best      |
| Purpose           | Provide Leadership |
| Mission           | Development        |
| Values            | Feedback           |
| Behaviors         | Opportunity        |

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# NEW TALENTS & HIRING PLAN 2016

5 BD/Account Executives in USA

2 BD/Account Executives in China

2 BD/Account Executives in India

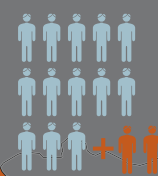
2 BD/Account Executives in Thailand

1 Finance Manager in Bangkok

USA



CHINA



**Tianya Song**

GM of YPB China, experienced in business startups and turn-arounds with successful track record in growing businesses, based in Beijing

INDIA



**Greg O'Shea**

VP of Commercial Op and BD, senior level of supply chain and BD experience, based in Bangkok

THAILAND



**Mark Stafford**

GM of ANZ, ex Tyco entrepreneur, experienced in anti theft technology, based in Brisbane

AUSTRALIA



**Richard He**

Director of Operational Finance, experienced in FP&A, business analysis and operational, based in Sydney

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# OUR PROCESS

## PROTECT

Brand and Market Evaluation

Integration at Manufacturing

## DETECT

Trackable Through Supply Chain

## CONNECT

Pre, Post & In-Store Consumer & Brand Engagement

Continuous Consumer Engagement

Forensics & IP

Covert Marker Embedding

Tracer & Scanner Brand Reporter

Smartphone, QRC, NFC & BLE enabled technology

Big Data & Consumer Intelligence Platform

# OUR PRODUCT

# PEOPLE PRODUCTS STRATEGY EXECUTION

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## HOW DO WE BUILD OUR STRATEGY?

Start with the Facts

Simplify the Complex

Set Ambitious Goals

Ask, What will It Take?

Decide, Execute

# PEOPLE PRODUCTS STRATEGY EXECUTION

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## EXECUTION OF OUR STRATEGY

People Respect what you Inspect

Build and Set Metrics and Milestones

Follow Up, Follow Up, Follow Up

Tough on Issues, Respect for People

High Sense of Urgency

## CLEAR FOCUS ON SALES

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Set clear business priorities and execute

You say what you do and do what you say

Create a rewarding and inclusive work environment

Be pragmatic and decisive

Work as a team and execute effectively

Think Differently

Focus on our Customers

# STRATEGIC CORNERSTONES

## INNER RING - STRATEGIC DIRECTION

**Grow dominantly revenue and develop high margin businesses leveraging our protect detect connect value chain**

- Drive Revenue and build a high margin business models
- Grow our solution model through value add incl. our print solutions, Consumer engagement and Forensic Brand/Product Services
- Leverage best practices and develop business/solution models and services that add value to our clients
- Robust Business Development with focus on your SOB's

## MIDDLE RING - BUSINESS MODEL

**Build solution capabilities    Build Category Management capabilities  
Develop value-added services    Improve operational excellence in Core Services**

- Invest into additional platform expansion
- Enhance commercial capabilities to fully exploit the cross platform solution business
- Build robust sales process and sales teams
- Up-sell validated high revenue businesses/client across countries to develop high margin output through value add solutions
- Introduce KAM selectively for the most valuable SOB's and industry channel
- Foster marketing activities to systematically support and drive value performance and Business Development
- Continue to develop and sell in value-added services

## OUTER RING - RESOURCES

**Strengthen organizational capabilities to deliver on the strategy**

- Be competitive/excell in present core areas through a clear value add strategy
- Strengthen Business Development capability and KAM
- Raise standard of marketing and brand positioning
- Develop leadership growth pipeline
- Ensure customer-centricity in order to strengthen customer interfaces into key SOB's and channels

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# PROJECT UPDATES

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AFFYRMX  
GROUP

We have signed a JV agreement with Affyrmx which gives YPB an strong entry point to the Mexican Market

Through a secure printing contract for the Mexican Government for Visas and Secure Documents (Eg Birth Certificates)

Given the NAFTA agreement greater opportunities now for YPB to expand our reach in North America.

This will generate revenue in Q1 FY16.

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INDIA

We have conducted a number of high level meetings recently in India and we are excited by the response to our solution suite.

The Indian Government is committed to reform and rooting out corruption in industries such as Pharmaceutical and Immigration which are core to YPB's Business.

We are encouraged by the opportunities which India presents over the coming years. We have also forged strong local partnerships in this market.



**MIT**  
*[motif micro]*

The Micro Motif project has been prioritised, to deliver a commercially viable product as soon as possible.

Additional assets have been made available to accelerate testing of the product; as well as mobilisation of teams and resources within Massachusetts Institute of Technology to these ends.

It is a priority to get some Micro Motif product commercialized by the end of Q4. Reaching a stage of smart phone authentication by Q2 2017.

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We deliver certainty of authenticity.

