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ASX/MEDIA ANNOUNCEMENT

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YPB PROTECTS RETAILER DAN MURPHY'S AGAINST THEFT

- **YPB's Lexcaps used as anti-theft deterrent across Dan Murphy's retail outlets**
- **Estimated that Dan Murphy's will use more than 100,000 units per annum**

Brand Protection and Customer Engagement solutions company YPB Group Limited [ASX: YPB] today announced that its proprietary anti-theft Lexcaps will be used across Dan Murphy's stores Australia wide.

YPB's Lexcaps are reusable security caps that are applied to bottle caps and removed by service staff at the point of sale. A person attempting to steal a bottle with a Lexcap will trigger an alarm at the exit.

In successful trials with the liquor industry and Dan Murphy's in particular, theft was reduced significantly on YPB protected liquor bottles.

The Lexcap was initially developed for Endeavour Drinks Group (formerly Woolworths Liquor Group) as the first re-useable security cap in Australia, then trialled extensively. Endeavour Drinks Group's Dan Murphy's and BWS Retail chains number around 200 and 1100 stores respectively Australia wide. YPB now is in a position to expand the implementation of YPB's PROTECT products and to introduce its CONNECT technology across the group.

Under the agreement, Dan Murphy's stores will apply Lexcaps to high value liquor products.

YPB's Executive Chairman John Houston commented: "This marks YPB's first success in the Australian retail space and extends our capability to the protection of our customers by deterring retail theft," he said. "This is a natural lead in to other brand protection and customer connect solutions within the retail space, initially in Australia and then across YPB's expanding footprint."

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ABOUT YPB

YPB Group (ASX: YPB) is a Brand Protection and Customer Engagement solutions Company. 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 will work with quality brands and Governments, to develop bespoke brand protection strategies and solutions that will allow brands to PROTECT their products and end customers.

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 PROTECT technology and secure track and trace solutions, delivering real protection for high value documents, brands, products and customers.

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 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 services will consult with a brand owner to develop strategic solutions to protect the brand counterfeiting and product diversion.

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 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 "big data" about their consumers and products through a powerful data analytics capability.

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