



ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 17th August 2016

YPB SIGNS CONTRACT WITH MAJOR BEIJING MUSEUM

- **YPB to sell invisible anti-counterfeit tracer technology to newly developed Art Museum in Beijing**

Brand Protection and Customer Engagement solutions company YPB Group Limited [ASX: YPB] has signed a contract with a leading art museum in Beijing to PROTECT it with YPB's anti-counterfeit tracer technology.

YPB's invisible tracer will be applied to the museum's entrance tickets, with YPB's scanner technology being used to authenticate tickets at the point of entrance.

The contract is expected to deliver approximately A\$200,000 revenue to YPB in the first year.

The A\$100 million newly developed art museum is privately-owned, exhibiting photography and modern artwork by some of China's leading artists. More than 100,000 tickets have been produced for the museum's opening to be held later this month.

This new museum joins more than 4,500 existing museums throughout China which attract more than 720 million visitors per year.

YPB Executive Chairman Mr John Houston said: "This is the second contract with a Chinese museum in the past year, and underlines the potential for similar deals. The entrance ticket business in China is sizeable with more than 3 billion tickets issued annually, and counterfeiting is a significant problem. YPB now has a footprint in this market and we see opportunities with many other potential ticketing customers including sports stadiums, events, museums and public transport providers."

Ticketing in China is a potentially lucrative market for YPB's PROTECT solutions with China's tourist attractions yielding RMB103.79 billion (A\$20.34 billion) ticket spend per year and sporting events attracting RMB22 billion (A\$4.31 billion) in ticket spend per year, a number that is expected to increase up to 20 times over the next five years.

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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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