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ASX: YPB

ASX/MEDIA ANNOUNCEMENT
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YPB bolsters team with Global COO appointment

Anti-counterfeiting technology company YPB Group Ltd (ASX:YPB) has appointed Mr Jens Michel as Global Chief Operating Officer (COO), to be based in the recently announced YPB regional hub in Bangkok, Thailand.

With extensive experience across Southeast Asia, Australia, NZ and Europe, Mr Michel has been involved in a broad range of senior management roles including sales, marketing and general management with experience spanning the healthcare and consumer industry, market expansion and distribution.

Most recently Mr Michel served as Pan-ASEAN Regional Vice President for a US\$1.7 billion revenue multinational medical technology company. Prior to that he was Country Head for a CHF5 billion revenue market expansion services business.

Mr Michel will commence his role with YPB on September 1st.

“We are delighted to have engaged Jens to take on the role of Global COO,” said YPB Group Executive Chairman and CEO John Houston.

“His experience and strong management skills will help YPB achieve improved results across the now broad platform we have built through Asia, the US and Australia.”

Mr Michel began his career as a Special Forces detective and completed a Bachelor of Law and Administration degree in Germany. He has since embarked on a career of repeated success in building businesses in emerging and developed markets, starting in Australia and for the past eight years in Asia.

Outgoing COO Mr Paul Eveleigh will leave YPB to pursue other interests and the Company wishes him all the best with his future endeavours.

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About YPB Group

YPB Group (ASX:YPB) is a leading worldwide solutions provider in brand protection, product authentication and anti-counterfeit technology listed on ASX in Australia and operating in China, USA, Australia and South East Asia. The company has developed innovative technologies that PROTECT and DETECT. YPB's Patented Tracer and scanner solutions PROTECT products from the risks of counterfeit and diversion. Brand Reporter powered by YPB allows Brands, Governments and consumers to DETECT the incidence of counterfeit.

YPB's solutions are customizable to the market needs and we are continuing to create innovative new products for brands, manufacturers, retailers, governments and consumers.

PROTECT

YPB has developed patented invisible Tracer material that can be embedded into products and packaging during or after the manufacture process. The Tracers are inexpensive and cannot be seen, removed or destroyed.

Using YPB's handheld scanner the Tracer can then be detected in products to determine if they are real or fake.

YPB currently has contracts in place with major packaging and product manufacturers in China and is growing in the USA, Australia and Thailand.

DETECT

Brand Reporter is YPB's technology platform designed for Governments, Brands and consumers to identify, manage, track and report counterfeit or divergent products within supply chains or at point of sale. The customised solutions are simple and easily deployed applications available on all popular smartphones.

Brand Reporter also utilizes crowd sourcing information and allows consumers to interact with products in the market using QR codes, track and trace, product scanning and consumer engagement features which can be customised to specific needs.

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