Building a Global Franchise in Anti-Counterfeit and Customer Engagement
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DISCLAIMER
YPB PROTECTS AND GROWS BRAND VALUE VIA ANTI-COUNTERFEIT AND CUSTOMER ENGAGEMENT TECHNOLOGIES.

**HUNGRY MARKET**
Urgent brand need + marketers’ burning want

**HUGE MARKET**
Extensive products, sectors and geographies

**RAPID PENETRATION**
High growth, low cost, low capital, low risk multiplier partnership model

**READY FOR LIFT-OFF**
Launchpad built, technologies, relationships, talent assembled for rapid lift-off

**ANTI-COUNTERFEIT**

**CUSTOMER ENGAGEMENT**

**GOVERNMENT VITAL DOCUMENTS**
RIGHT PLACE & RIGHT TIME
YPB stands to profit from sweeping shifts in global trends.

Emerging pan-Asian middle class
China 350 Million
India 267 Million
ASEAN 190 Million
TOTAL 807 Million

Massive decline of mass marketing
Audiences have shifted to personalised media intake.

Rise of Customer Engagement
Emerging technologies allow engagement through personal devices.
Explosive growth in WeChat and Line.

Rapid evolution in Government Vital Documents
Need for new-generation protection technology
The Need & The Want
COMPANY has developed an end-to-end solution.

**1.7 TRILLION**
Value of global counterfeit market

**285 BILLION**
Spend on anti-counterfeit measures by 2020

**32.4 BILLION**
Spend on customer engagement by 2018

**1 COMPANY**
has developed an end-to-end solution.
THE WANT - IS IT FAKE OR REAL?

KEY INSIGHT
Exporters must address the rapidly growing 800m plus middle class in Asia

YPB’S STRATEGY
To provide solutions to exporters to protect their brands and connect to customers around authenticity.
THE WANT – DIRECT CUSTOMER ENGAGEMENT

MASS MARKETING IS DEAD

General demographic targets
General geographic relevance
Expensive to maintain brand presence
Difficult to convert purchase intention
No way to qualify success of campaign
No individual customer feedback
No ongoing database

INTELLIGENT CUSTOMER ENGAGEMENT

Individual targeting
Location & time specific engagement
Very low cost of total operation
Intention can be converted immediately
Campaigns backed by complete analytics
Direct two-way dialogue with customers
Complete data accumulates over time

Direct Engagement Marketing offers brands the opportunity to build intimate, active and ongoing relationships with customers.
Our Solutions
YPB’S SOLUTIONS
The world’s first end-to-end anti-counterfeit and customer engagement solution

PROTECT
Integration of anti-counterfeit technology for global brands and government vital documents.

DETECT
Verification through supply chain and end user / customer authentication.

CONNECT
Customer engagement technology offers direct line of dialogue between brand and customer.
YPB’S FORENSIC COVERT TRACER IS INVISIBLE

INVISIBLE - CANNOT BE COPIED - CANNOT BE DESTROYED - COST EFFECTIVE

Colour Shifting Ink
900 Suppliers

UV Security Ink
113,000 Suppliers

IR Security Ink
4,700 Suppliers

Hot Stamping
20,000 Suppliers

IF YOU CAN SEE IT, IT CAN BE COPIED!
YPB’s Tracer is Easily Applied
Scanner Gives Immediate Authentication

YPB particle size 2-5 microns
YPB tracer on product
YPB scanner reads the signature

YPB Invisible Tracer
YPB Scanner Excites the Tracer
YPB Tracer Emits an Invisible Response
CUSTOMER ENGAGEMENT

AUTHENTICITY TRIGGERS ENGAGEMENT
YPB EMPOWERS BOTH

Brand Authenticity → Brand Engagement

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ANTI-COUNTERFEIT INTEGRATED WITH CUSTOMER ENGAGEMENT

Digital Authentication & Information Display

YPB’s Patented Covert Forensic Tracer

The Covert Forensic Tracer cannot be copied, seen or destroyed - and integrates directly into packaging or labels.

YPB proprietary Scanner provides immediate confirmation of authenticity, from point-of-manufacture, through logistics chain and at point-of-sale.

Technology integrated onto the label / bottle / cap provides digital verification of authenticity, as well as customer engagement such as detailed product information or videos.
CONNECT
The power of Tailored Messaging

Rachel Addams
Age: 35

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You have 2 days of Folate left.

Location based delivery diverts foot-traffic into store. Message can be customised on a case-by-case basis to reflect each particular customer’s requirements.

ON SALE! $8.95 in-store

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Validation
YPB HAS A UNIQUE MARKET POSITION

75
Companies certified in China by CTAAC to sell Anti Counterfeit technology in PRC

15
Companies certified to sell Tracers

1
Company certified by CTAAC in China that sells invisible tracers
Launchpad Complete, Ready for Lift-off
BUILT THE WORLD’S FIRST
BRAND PROTECTION + CUSTOMER ENGAGEMENT FRANCHISE

IP = 2 Granted
Products = 1
Footprint = China
SOB = China

IP = 8 Granted
8 Pending

Products & Services = 7

Footprint = China
Thailand
Australia
USA
Mexico

SOB = Global
YPB HAS BUILT A MULTI-STREAM REVENUE PLATFORM

<table>
<thead>
<tr>
<th>Product</th>
<th>Revenue Model</th>
<th>Client Type</th>
<th>Revenue Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forensics &amp; IP Analytics</td>
<td>Fee for service</td>
<td>Fortune 500 Companies</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Government Vital Documents</td>
<td>Fee per document</td>
<td>Government</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Forensic Covert Tracer</td>
<td>Fee per application</td>
<td>Brands</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Print Management</td>
<td>Fee per application</td>
<td>Brands</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Brand Reporter</td>
<td>SaaS</td>
<td>Brands</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Motif Micro</td>
<td>Fee per application</td>
<td>Brands</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Customer Engagement</td>
<td>SaaS</td>
<td>Brands</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>

Lab Services | YPB’s core IP | YPB Patented IP | YPB IP in Print | YPB IP | Nano tech codes | YPB Connect |
## Clearly Targeted Sources of Business

Geographies, Sectors, Products

<table>
<thead>
<tr>
<th></th>
<th>Government Vital Documents</th>
<th>Fashion &amp; Retail</th>
<th>Food &amp; Beverage</th>
<th>Sport</th>
<th>Financial Institutions</th>
<th>FMCG</th>
<th>Pharma &amp; Health</th>
<th>Exporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANZ</td>
<td></td>
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<tr>
<td>INDIA</td>
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<tr>
<td>SE Asia</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
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</tr>
<tr>
<td>China</td>
<td></td>
<td></td>
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<tr>
<td>Mexico</td>
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</tr>
</tbody>
</table>

- Anti-Counterfeit
- Customer Engagement
- Government Vital Documents

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YPB MULTIPLIER PARTNERSHIP MODEL
High growth, Low cost, Low capital, Low risk

- Cooper Media Group
- Nustart
- Tendulkar JV
- StrideAware
- Steve Waugh
- Hicap
- Elanders
- Monash University
- Selby’s
- Duet Entertainment
- Polymorph
- Affyrmx JV

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YPB's Major Government Vital Documents Opportunity in Mexico

**MARKET & OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Service</th>
<th>Total Market Size</th>
<th>Potential Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>VITAL RECORDS</td>
<td>50m - 60m</td>
<td>US$7.2m - US$8.8m</td>
</tr>
<tr>
<td>VISAS</td>
<td>1.2m - 1.3m</td>
<td>US$700,000</td>
</tr>
<tr>
<td>LOTTERY TICKETS</td>
<td>25m - 30m</td>
<td>US$5.8m - US$7.6m</td>
</tr>
<tr>
<td>IDENTITY CARDS</td>
<td>10m - 12m</td>
<td>US$20m - US$25m</td>
</tr>
<tr>
<td>EMMISSION CERTIFICATES</td>
<td>20m - 25m</td>
<td>US$7.2m - US$8.8m</td>
</tr>
</tbody>
</table>

*This is not a forecast - YPB's potential revenue varies by opportunity.*
YPB HAS THE ONLY SECURITY FOIL NOW APPLIED TO PASSPORTS

107 Million ordinary Passports

18 Million utilise YPB VariSec™

125M PASSPORTS ISSUED ANNUALLY

196 Countries

199 Countries Issue Passports

125M Passports Issued Annually

$4.2M Total Market Revenue for VariSec™ Foil
Initial target share of 20% to grow to 30% - 40% in 3 years

$3.3M Total Market Revenue for MultiSec™ Thread
Initial target share of 10% to grow to 30% - 40% in 3 years
Competitor Analysis
# Anti Counterfeit Tech Comparison

<table>
<thead>
<tr>
<th>Attribute</th>
<th>RFID</th>
<th>NFC</th>
<th>Hologram</th>
<th>Microdot</th>
<th>UV &amp; IR Inks</th>
<th>Coded Taggants</th>
<th>YPB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per Application ($USC)</td>
<td>15-30</td>
<td>10-25</td>
<td>2-5</td>
<td>2-5</td>
<td>2</td>
<td>1-2</td>
<td>1</td>
</tr>
<tr>
<td>Pass/Fail Reader</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unique Product ID per Unit</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Rapid Automated Scanning</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Can be Scanned at a Distance &gt; 1M</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Invisible to the Eye Even Under IR/UV/Magnification</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Durability - Traceable If Burnt</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Ease of Application</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Track and Trace Enabled</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Reader Under US$20</td>
<td>✗</td>
<td>N/A</td>
<td>N/A</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
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Financials
### Issued Capital

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary fully paid</td>
<td>171,410,287</td>
</tr>
<tr>
<td>Options $0.20 Oct 2017</td>
<td>40,043,884</td>
</tr>
<tr>
<td><strong>Total securities</strong></td>
<td><strong>211,454,171</strong></td>
</tr>
<tr>
<td>Market cap fully diluted</td>
<td>$0.26</td>
</tr>
<tr>
<td></td>
<td>$55m</td>
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</table>

### Acquisition History

<table>
<thead>
<tr>
<th>Acquisitions</th>
<th>Scrip value</th>
<th>% total</th>
<th>% total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Reporter</td>
<td>$385,452</td>
<td>0.22</td>
<td>74%</td>
</tr>
<tr>
<td>IPP</td>
<td>$389,914</td>
<td>0.33</td>
<td>60%</td>
</tr>
<tr>
<td>CFC</td>
<td>$383,191</td>
<td>0.35</td>
<td>50%</td>
</tr>
<tr>
<td>nTouch</td>
<td>$4,500,000</td>
<td>0.35</td>
<td>100%</td>
</tr>
<tr>
<td>Affyrmx</td>
<td>$260,000</td>
<td>0.26</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Total**

- **Scrip value**: $5,918,557
- **% total**: 0.33
PROTECT | DETECT | CONNECT

We’re building a Global Franchise in Anti-Counterfeit and Customer Engagement
REFERENCES

INDUSTRY NUMBERS - FRAME 8
A: Source: ICC Global Impacts Study 2008
B: The claim is the combination of the following:
1. Anti-counterfeit Packaging Market - 128.6bn by 2019
2. Product Authentication - 142.7 billion by 2020
   https://www.alliedmarketresearch.com/anti-counterfeit-market
3. Online Brand Protection – 3.8 Billion by 2018
C: Customer Engagement – 32.4 Billion by 2018

GLOBAL NUMBERS - FRAME 9
(2) “50% of cases, medicines purchased over the Internet from illegal sites that conceal their physical address have found to be counterfeit” = The World Health Organization. Available on: www.who.int/mediacentre/factsheets/fs275/fr/index.html. (December 2011)
(3) “27.5 million counterfeit medicines retained by European customs Authorities” = Report on EU customs enforcement of intellectual property rights 2011.
(5) Up to 300,000 people die annually in China due to fake or substandard medicines = International Policy Network London 2006 Center for Medicine in the Public Interest
(6) 36% of anti-malaria drugs in Southeast Asia are falsified = Nayyar, GML et. al., Poor-quality antimalarial drugs in southeast Asia and sub-Saharan Africa, 12 Lancet Infectious Diseases 488, 492 (2012).
(7) 30% of medicines circulating in Brazil are counterfeit = February 7, 2012 - Etco.org.br - http://bit.ly/zIMGWG.
(8) Internet Sales of Counterfeit medicines amount to $75 Billion = WHO http://www.who.int/bulletin/volumes/88/4/10-020410/en/

PASSPORT NUMBERS - FRAME 35
199 Countries with passports: www.passportindex.org
IHS Research predicts that within a 5 years, 90% of passports carried will be ePassports.
ICAO says 21 additional countries ready to deploy ePassports in the next 12 to 48 months.
Market Potential Revenue based on YPB internal estimates.