



PROTECT | DETECT | CONNECT

## ASX/MEDIA ANNOUNCEMENT

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### YPB partners to protect Australian exporters to China

- **YPB signs MOU with Alibaba.com Global Service Partner to Protect and Connect Australian exporters to China**

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX:YPB) is pleased to announce it has signed an MOU with iSynergi Solutions (<http://www.iSynergi.com.au>) to protect Australian food and consumer goods brands exporting to China on the Alibaba platforms such as Alibaba.com, 1688.com, Taobao & TMall Global.

iSynergi Solutions is a Melbourne based digital marketing company and is an Alibaba.com Global Service Partner. The company uses its expertise in the China market and its relationship with Alibaba to streamline the process for Australian brands to sell on Alibaba platforms.

There is significant groundswell of activity and success in utilising Alibaba platforms. iSynergi and YPB are building on this momentum and are engaged with clients developing custom solutions to *fight fakes* and *connect customers* in markets such as wine, infant formula, skincare & vitamins.

Kevin Lee Managing Director of iSynergi said: "We are delighted to partner with YPB to protect the authenticity of Australian brands, which is highly important in cross-border trade for business owners' and consumers' peace of mind. iSynergi is dedicated to provide e-commerce and digital marketing solutions for Australian exporters to China by utilising our market expertise and deep knowledge of Alibaba's platforms. I see great opportunity for iSynergi and YPB to help more Australian exporters develop their brands overseas while protecting brand value and connecting directly to their customers".

YPB Executive Chairman, John Houston, said "iSynergi's expertise in the China e-commerce market and in particular via Alibaba's platforms not only offers valuable revenue opportunities for YPB but will facilitate the development of further relationships within the Alibaba ecosystem. It is an important and valuable step in the company's development".

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## ABOUT YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, YPB is expanding its global footprint with an established presence in Australia, China, Thailand, USA, and Mexico.

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 work with quality brands and Governments, to develop bespoke brand protection strategies and solutions that will deliver real protection and safety for brands, products and consumers.

### 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 authentication technology and secure track and trace solutions, delivering real protection for high value documents, brands, products and consumers.

## 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 who 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 can consult with a brand owner to develop strategic, tailored solutions to protect the brand against 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 diverted products. They also allow brands to connect and engage directly with their customers via QR codes, Near Field Communication, secure track and trace and product scanning. The YPB CONNECT platform delivers brand owners valuable and actionable intelligence about their products and customers to measure, tailor and individualise direct marketing campaigns through a 'big data' analytics capability.

[www.ypbsystems.com](http://www.ypbsystems.com)

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