



PROTECT | DETECT | CONNECT

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 22 December 2017

### Unilever Pakistan signs five year contract with YPB.

- **Multi- million dollar contract revenues**
- **Multiple projects already underway**
- **Utilises YPB's Protect, Detect, Connect solutions**

Brand Protection and Customer Connection solutions company YPB Group Ltd (ASX: YPB) is pleased to announce that it has signed a five year agreement with Unilever Pakistan.

Following on from our announcement on 29<sup>th</sup> November 2017 and our successful Black Friday campaign with Unilever Pakistan – we now have additional projects in progress and a clear five year vision to bring YPB's solution suite to consumers in Pakistan

Unilever is Pakistan's largest fast moving consumer goods company with revenues of AUD960m in 2016. As of August 2017. The FMCG sector is growing at double digit rates in Pakistan.

Over the next few months YPB and Unilever will deploy YPB Connect in the areas of Beacon and foot traffic analysis – helping Unilever and retailers understand their customer demographics and market more specifically to those customers as well as creating new ones through targeted social media campaigns and in store activities all driven by YPB Connect.

Social media and e-commerce are burgeoning in Pakistan and much of South Asia given the young and tech – savvy demographic of the population. This gives Unilever a distinct advantage in partnering with YPB and being at the forefront of these sweeping changes.

Additionally, YPB will help Unilever with track and trace of products via YPBSecuretrack and ensuring that genuine Unilever product is delivered to the correct sub-distributors and to the markets for which it is intended. The so-called 'Grey Market' is addressed using YPB's SecureTrack.

Over the next five years YPB and Unilever Pakistan will continue to develop joint projects and solutions which ensure Unilever stays at the forefront of this rapidly growing sector which relies on innovation and brand loyalty in an extremely competitive market environment.

Executive Chairman John Houston said: "We are excited to be partnering long term with Unilever Pakistan who share our vision of connecting brands and customers.



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Unilever is a market leader globally because they value their brand and they are early adopters of technology. Unilever has built customer loyalty over many years and touch the lives of Pakistani consumers each and every day. We are extremely proud and honoured to grow together with Unilever in Pakistan. YPB has announced a number of significant new contracts over the past few months and we look forward to 2018 and delivering revenues and profitability in line with shareholder expectations"

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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, Mexico, India and Pakistan.

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.



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#### **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)