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ASX code: YPB

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ASX: YPB

ASX/MEDIA ANNOUNCEMENT  
4<sup>th</sup> March 2016

## Funds management professional Gerard Eakin appointed to YPB Board

- **Mr. Eakin brings significant capital markets experience as a fund manager with Manifest Capital & formally Rothschild Australia Asset Management**

The Board of YPB Group Limited (ASX: YPB) is pleased to announce the appointment of Mr Gerard Eakin to the Board of the company.

Mr Eakin has had a 30 year-plus career in Australian equities in both portfolio management and equity research. His focus has been identifying and supporting young companies with superior potential. He is the founder of Manifest Capital Management and manages Australian equity portfolios for a select group of high net worth investors. Prior roles included Head of Australian Equities at Rothschild Australia Asset Management managing funds of approximately \$3b and Head of Smaller Companies Research at JP Morgan/Ord Minnett and Merrill Lynch.

Mr Eakin has committed to dedicate a considerable amount of his time, experience and energy into this position and his expertise will be invaluable to YPB as we build our business, investor base and investor relations capabilities.

Mr Eakin said: "I am committed to ensuring the capital markets' awareness and knowledge of YPB supports the realisation of our considerable potential, and that our culture and governance skilfully maximise shareholder wealth."

YPB Executive Chairman John Houston said: "I am delighted that Gerard has agreed to take on this role with the Company and I look forward to working closely with him as we grow YPB into a substantial global player in brand protection and consumer engagement. Gerard's experience, stature and understanding of capital markets will help the company enormously at this time of rapid growth."

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## About YPB

YPB Group (ASX: YPB) is a pioneer in advanced brand protection solutions. Listed on the Australian Securities Exchange, we are expanding our global footprint with an established presence in China, USA, Australia and South East Asia.

YPB's patented anti-counterfeit technology combined with its security packaging solutions, consulting and forensic services enables businesses to protect their high value brands from the risks of counterfeit and product diversion.

YPB's full range of services will give businesses the ability to cost effectively protect their brands, easily detect counterfeits and give them the opportunity to connect with their consumers about the authenticity of their brand.

### PROTECT

#### Security print packaging and labeling

YPB offers a wide range of intelligent security packaging and labeling solutions that can be included into almost any material and is a cost effective brand protection solution for companies wanting to protect the integrity and value of their brands in high-risk markets.

#### IP solutions & forensic services

YPB's IP solution specialists will work with quality brands and Governments, to develop personalised brand protection strategies and solutions that will deliver real protection and safety for 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 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.

Beijing

Los Angeles

Sydney

Melbourne

Bangkok