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ASX: YPB

ASX/MEDIA ANNOUNCEMENT
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New Mexican order for vital records documents

YPB Group Limited (ASX:YPB) has received an order for 700,000 vital record documents for the State of Guanajuato in Mexico, the second order resulting from the recently announced six year joint venture (JV) with Affyrmx LLC.

Terms of the order are commercial in confidence, however as previously announced, typically such vital records documents have an order value (to the Government) of between \$US0.10 to \$US0.30 per document. These orders provide a strong recurring revenue stream as once the initial order is secured, there is an annual usage requirement.

The State of Guanajuato is one of 31 Federated States in Mexico with a population of approximately 5.5 million people. Each state within Mexico sources its own vital records documents, to record such events as births, deaths, marriages etc. With a population of approximately 130 million Mexico has an estimated annual usage of vital records documents of between 50 and 60 million documents. The JV's successes in Jalisco and now Guanajuato see it well placed to capture a significant portion of the market.

Affyrmx Group, based in Atlanta, Georgia, was founded in 2011 and is a trusted security provider and adviser, primarily to governments and central banks in Latin America. YPB's JV is currently targeting revenue streams from the protection of government documents, including vital records, visas, tax stamps, passports, ID cards, emission certificates, gaming tickets, and others.

YPB Executive Chairman John Houston said: "We are delighted to secure the second contract in the Affyrmx JV and are proud to have been selected to provide this first vital record document to the target government. We are encouraged by the early contract wins in Jalisco and Guanajuato. YPB has identified the government sector as a major opportunity due to its existing uptake of anti-counterfeit measures and YPB's pedigree in providing solutions in the government sector."

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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.

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