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**ASX: YPB**

**ASX/MEDIA ANNOUNCEMENT**  
**10 May 2016**

## **YPB to launch in India**

- **Sachin Tendulkar promoted entity signs agreement with YPB**
- **Ten-year contract to underpin YPB's launch in India**

YPB Group Ltd (ASX:YPB), has entered into a ten-year contract with an entity associated with Sachin Tendulkar to assist in developing YPB's business and presence in the Indian market. Sachin Tendulkar, one of the most recognised sportspersons in India and around the world, also acts as an ambassador for some of the world's most famous brands.

Following on from this engagement YPB intends to develop sales and support presence in major cities across India as business opportunities arise.

India has a population of approximately 1.3 billion and is one of the world's fastest growing economies, having had an average GDP growth over the past 20 years of approximately 6%. India is an ideal geography for the YPB business, given its large and growing consumer market with opportunities both in product authenticity and customer engagement.

The initial Indian-based interest covers YPB Connect – the company's consumer engagement platform that leverages proximity technologies to allow businesses to engage with customers (B2C) based on time, location, product packaging and specific user characteristics. The richly featured platform encompasses near field communication (NFC), Bluetooth low energy (BLE) beacons, quick response codes (QR), image recognition (IR) and Wi-Fi technology offerings that form YPB's customer engagement (CONNECT) strategy around product authenticity.

Commenting on the association, Sachin Tendulkar said: "I am excited about this technology having witnessed its applications first hand. My team, along with YPB, are looking forward to this association and I believe in time to come the benefits of the technology will be felt by many brands across India and abroad."

YPB Chairman John Houston said: "Signing this agreement with Sachin Tendulkar and launching into India are major steps forward for YPB and we are proud of the association and excited about the prospects for our solutions to penetrate the Indian market."

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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.