



PROTECT | DETECT | CONNECT

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 22<sup>nd</sup> September 2016

### LATEST CHANNEL PARTNER IMPACT INTERNATIONAL SIGNS FIRST DEAL FOR YPB

- Impact customer La Clinica for Skin & Body signed for YPB PROTECT solution
- FMCG packager Impact International announced as Channel Partner in July 2016
- Marketing campaign conducted by Impact in August 2016 introducing YPB to its customer base

Brand Protection and Customer Engagement solutions company YPB Group Limited (ASX: YPB) is pleased to announce that channel partner Impact International has signed its first deal pertaining to YPB's technology with its customer La Clinica for Skin & Body.

La Clinica for Skin & Body is a cosmeceutical skin care line with a focus on visible results, efficacy, safety and organic ingredients. Established in 1995 and with manufacturing in Melbourne, Australia, La Clinica operates in a number of verticals including skin care, body care and baby organics, with products sold throughout China, Hong Kong, Singapore, Malaysia, South Korea, Indonesia, Australia, New Zealand and the United Arab Emirates.

Selected La Clinica product lines, which are to remain confidential for commercial reasons, will commence use of the YPB PROTECT solution in the near term.

Aleks Lajovic, Sales and Marketing Manager at Impact International said: "We are delighted to receive our first order for extruded plastic tubes protected with YPB's PROTECT solution. It has only been six weeks since we started informing customers about our partnership with YPB. During this period we have presented and provided samples to more than 50 different companies in Australia and New Zealand. The reaction from the market has been extremely positive with a number of companies expressing serious interest, and we expect to see more orders come in shortly. We have been manufacturing tubes in Europe since 1925 and in Australia since 1958. Our facility in Slovenia (EU) manufactures aluminium and laminate tubes. Trials are currently underway for the use of YPB's tracer technologies in our aluminium tubes, this will be completed by the end of September and we will offer this technology to customers in Europe immediately thereafter. Based on feedback from our European sales team, we expect this technology to receive a positive reception from our customers around the world."

Francesca Hopfner, Brand Manager for La Clinica for Skin & Body and La Clinica Organic for Baby said: "With rapid growth in the popularity of our La Clinica brand, so is the risk of counterfeit copies of our products in the marketplace. In the quest to protect both our brand and our customers, we need to be able to confirm a product's authenticity. We can do this with the use of YPB's technology offered to us by Impact. Not only are Impact's tubes made in Australia, where we know that no overruns will fall into the wrong hands, we are also able to scan a tube anywhere in the world to confirm that it is a genuine La Clinica product."



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YPB Executive Chairman Mr. John Houston said: "We are delighted to be in partnership with Impact International, whose customers will increasingly seek YPB's PROTECT DETECT and CONNECT solutions as they expand their distribution into Asia, but at the same time become exposed to counterfeit and the need to engage with their end consumers. YPB's solutions are the ideal value add for Impact's customers and we are very pleased to welcome La Clinica for Skin & Body as the first customer under the partnership."

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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 and India.

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.



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#### 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)