ASX ANNOUNCEMENT

ASX: YPB | 28th April 2021

MotifMicro™ Global Marketing Launch

Anti-counterfeit and consumer engagement solutions provider **YPB Group Limited (ASX: YPB)** is pleased to advise that it is accelerating the monetisation of its breakthrough forensic, smartphone-readable, anti-counterfeit technology for mass markets, MotifMicro with a global marketing launch.

A key watershed in YPB's corporate history, the revolutionary MotifMicro technology is moving from a 3-plus year development phase towards a broad monetisation phase marked by this global marketing launch to select partners and prospects of the MotifMicro app on Apple's iOS TestFlight platform.

Simultaneously, selected partners will be offered a package of printed materials infused with MotifMicro forensic microparticles. This is the first time that YPB has been able to widely distribute real world demonstrations of the power of MotifMicro. It represents a major gear shift for YPB from concept and development to market-ready product and broad monetisation. To accompany the package, access to the MotifMicro APP will be available on Apple's TestFlight platform.

The milestones to the broad commercial release are:

1. Happening now:
    a. MotifMicro controlled release on IOS TestFlight.
    b. MotifMicro-infused materials and TestFlight access.

2. Planned next steps:
    a. Paid commercial trials.
    b. Execution of contracts, targeting multi-year engagements.
    c. Broad consumer release to the Apple App Store and the Google Play Store.

Importantly, the full-scale print production trials done by YPB with key partners in China and Thailand have confirmed print implementation ability and are expected to truncate timelines from trial to contract. MotifMicro integrates easily with selected high-volume printing and production lines, offering frictionless adoption.

A range of global entities will be offered the opportunity to engage in the trials in both B2B channels, such as tax stamp and currency manufacturers, and in B2C channels, such as mass-market clothing brands.

Executive Chairman John Houston said: "*This truly is a watershed moment for YPB. Our years of investment and development in MotifMicro have culminated in a unique product generating significant commercial interest from a range of expected and unexpected quarters. YPB has major leverage to the success of MotifMicro through the global nature of the opportunity, the pressing need for effective solutions and the scalability of our channel partner model. I am optimistic and believe that the Company is well placed to report some significant commercial wins in H2 2021.*"

John Houston will present the accompanying presentation material online at 11am (AEST) on Thursday, 29th April 2021 and shareholders can listen to the presentation at the following link: https://register.gotowebinar.com/register/7580675691250733323

This announcement has been authorised by the Board of YPB Group Limited.

For further information please contact:

Investor enquiries
investors@ypbsystems.com

Ben Jarvis
0413 150 448
Ben.jarvis@sdir.com.au
Six Degrees Investor Relations

About YPB Group

YPB Group Limited (ASX:YPB) is an Australia-based product authentication and consumer engagement solutions provider. YPB's proprietary smartphone enabled technology suite allows consumers to confirm product authenticity and, for brands, that triggers consumers' engagement.

The combination of YPB's smartphone authentication solutions and its SaaS Connect platform, creates 'smart' product packaging, opening cost-effective, digital and direct marketing channels between brands and their consumers. Connect gathers actionable data on consumer preferences. It can then host tailored marketing campaigns directly back to the scanning smartphone.

YPB is currently focused on the rapidly growing Australian, South East Asian, and Chinese markets. Its focus is dairy, cannabis, alcohol and cosmetics where the viral growth of fake products, particularly in Asia, affects brand value and endangers consumers. To learn more please visit: ypbsystems.com