



Re-built Re-focused Re-energised

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Executive Chairman

September 2019

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## YPB moves from B2B to B2C with smartphone focus

Rebuilt,  
Refocused  
Reenergised

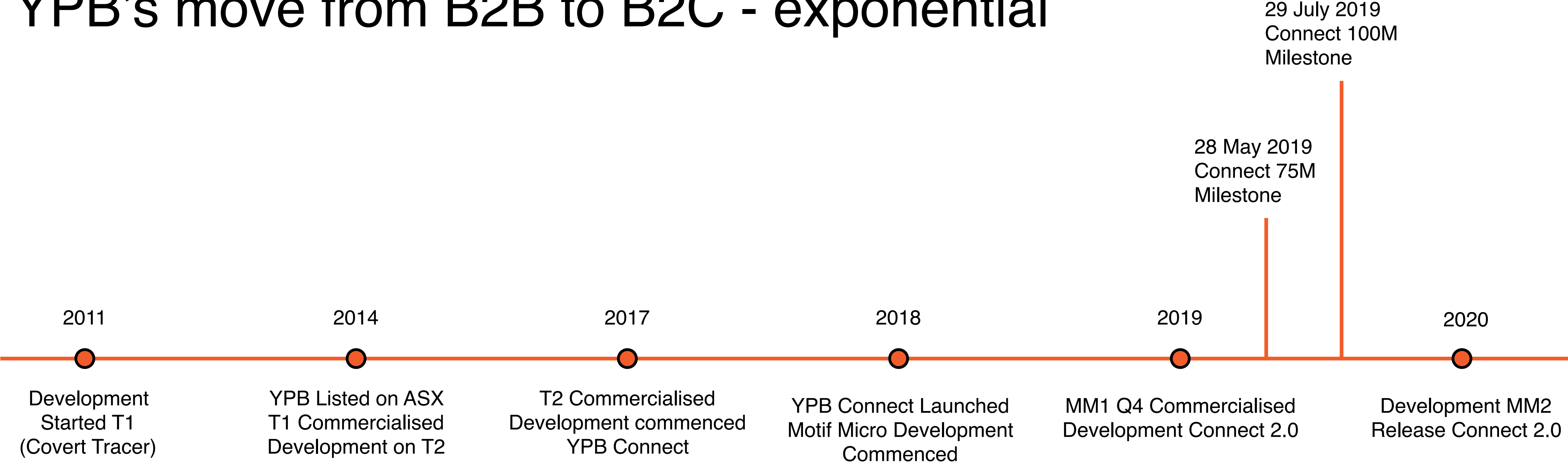
Breakthrough  
smartphone  
readability  
launch  
H2 2019

Channel  
partners  
actively  
selling

Brand  
interest  
all-time  
high

Revenue  
leverage high

# YPB's move from B2B to B2C - exponential





# Our addressable market can explode with smartphone breakthrough

B2B



Scanner



Covert Tracer



B2C



Motif Micro



Connect Platform

## Where we were

SEP 2015 - JUL 2017

- “Professional” CEO, COO, CFO
- Skills shown to be lacking
- Info flow misleading

- Corporate
- Over-optimism
- Process driven

- Costs blowout
- Poor control by then CFO
- Poor visibility to Board

- Scattered - geographies, sectors
- Blind alleys

- Underdeveloped
- Foggy roadmap
- High external reliance and costs
- Poor development success

- Weak skills, prospecting, converting
- Anti-counterfeit focus
- Value proposition undeveloped
- Channel partner neglect



## Where we are now

JUL 2017 - PRESENT



- Founder assumes CEO seat
- C-suite and reports cleaned out
- Select new blood added

- Proprietorial
- Realism
- Results driven

- Cut 66%
- Better hires, high-cost heads out
- In-house capability, high control

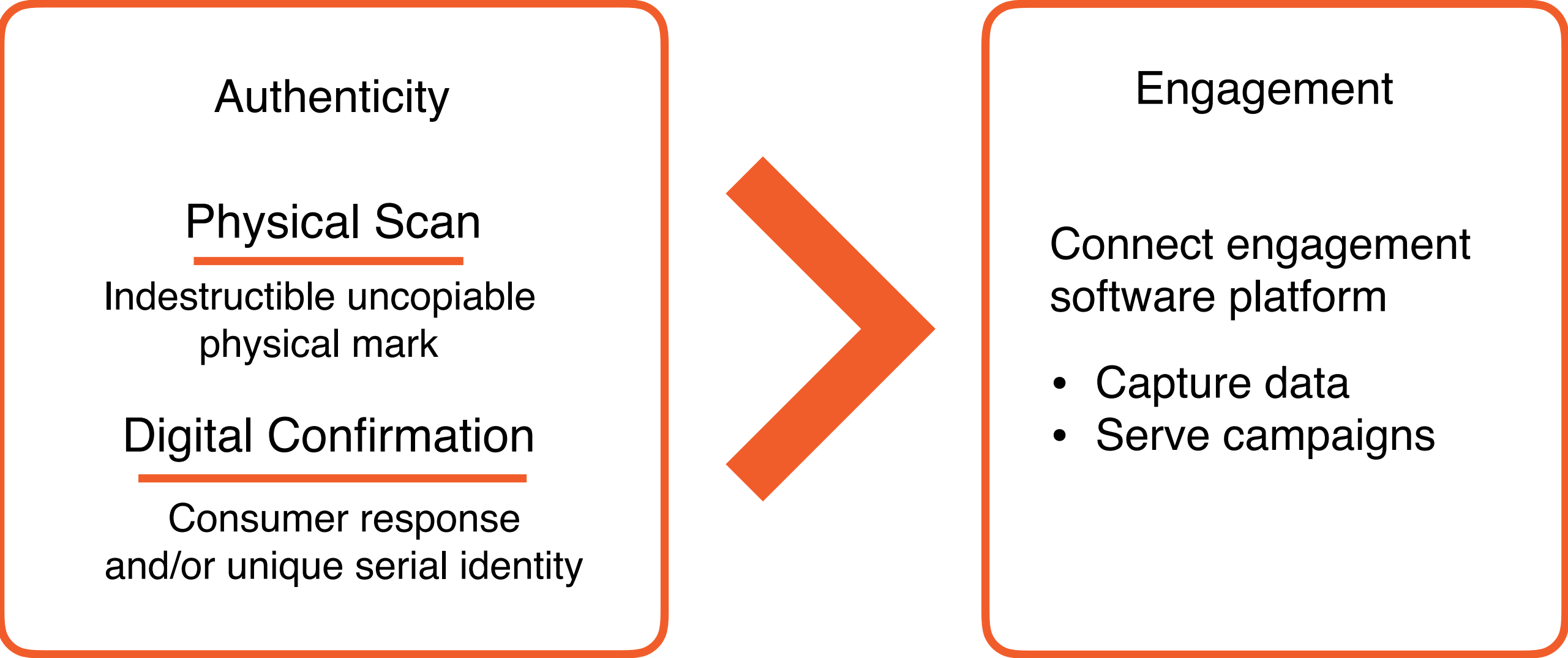
- Precise geographies and sectors
- Focus on high growth high impact business

- Motif Micro breakthrough
- Precise roadmap
- Internalised at lower cost
- Rapid development success

- Strong skills, pursuit and capture
- Consumer engagement via authentication focus
- Pitch sharp, clear value proposition
- Channel partners close engagement

# B2C will speed YPB's path to commercial success

## Authenticity triggers Engagement



## Brand's perception of value

Anti-counterfeit (Brands don't care) - \$\$

Authentication + \$

Direct Engagement + \$\$\$\$\$



# YPB Connect has issued more than 100m codes

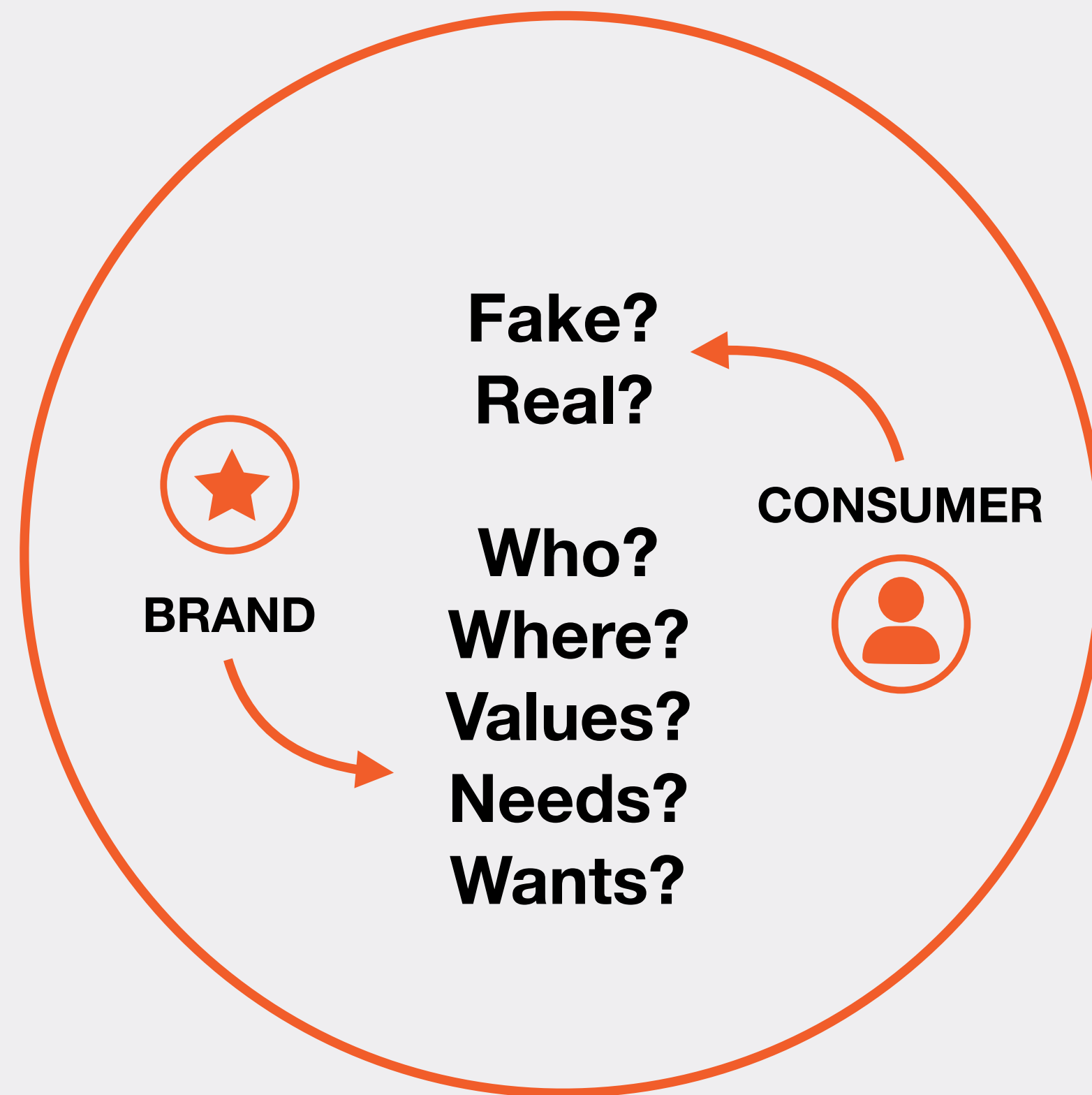
YPB Connect is YPB's cloud-based consumer engagement platform. Consumers can use their smartphone to scan and authenticate products displaying a YPB authentication mark on packaging triggering a new way for brands to build a one on one relationship with their end consumer.

- Proven product authenticity and consumer engagement platform with over 100 million codes issued to date
- Captures and reports on each product scan
- Take up showing exponential growth



# Motif Micro YPB's channel to every pocket or purse

**New** - intimate, engaged



**Old** - remote, blocked



# Brands more likely to adopt YPB's B2C technology



Engagement	Ultra high
	Direct
	Digital
Cost	Ultra low Ease of Implementation
Payoff	Existing packaging value multiplied
	Brand protected from fakes
	Brand halo from nurtured customer
	High value data
	Ongoing direct low cost channel

# Smartphone readability - MotifMicro is a world-first

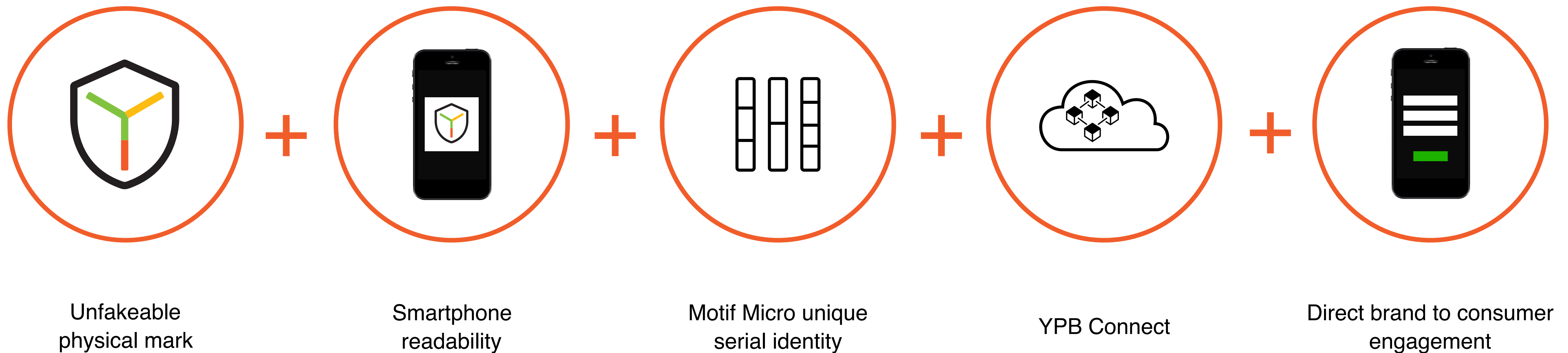
# DEMO



Use your smartphone camera and hover over the QR Code



# YPB's fully integrated authenticity and engagement solution



# Smartphone readability - Motif Micro breakthrough

## TECHNICAL

- World breakthrough in IOS
- Covert forensic physical mark
- Readable by unmodified smartphone
- Protected gateway into digital environment
- Protected serialisation
- Cloud based algorithmic app
- Machine learning development

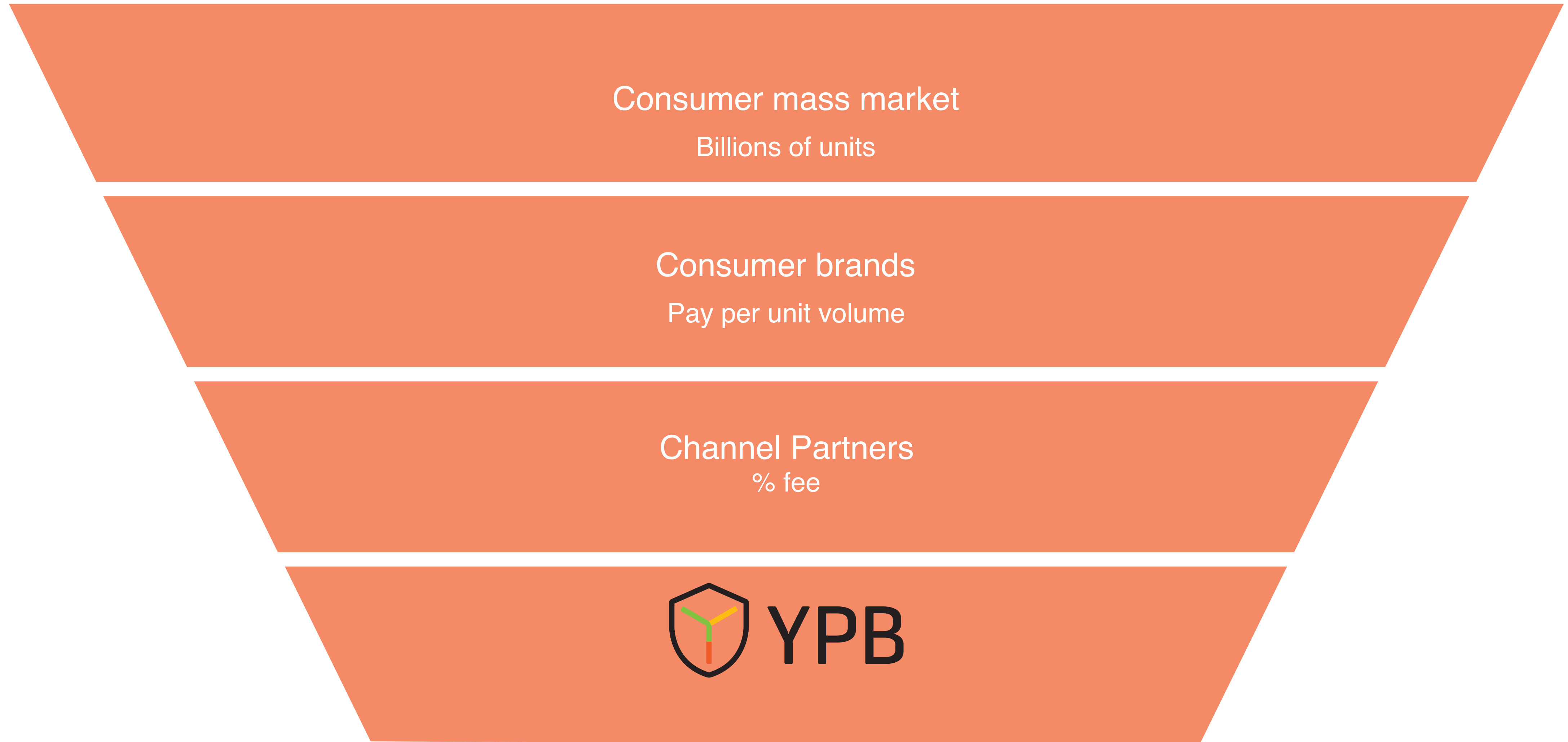
## COMMERCIAL

- Opens mass-market assured authentication
- Potential for rapid take-up via the ubiquitous smartphone
- Highly valued by brands and consumers
- Ease of implementation
- Scalable
- Invisibly integrated
- Low cost
- Driven by brand volumes

# YPB's B2C Strategy being implemented

Needs	Solutions	Access	Scalability	Leverage
<p>High need, high value:</p> <p>Geographies:</p> <ul style="list-style-type: none"><li>• China, SE Asia</li><li>• ANZ exporters</li></ul> <p>Sectors:</p> <ul style="list-style-type: none"><li>• Wine and Dairy</li><li>• Pharma</li><li>• Health and Beauty</li><li>• Legal cannabis</li></ul>	<ul style="list-style-type: none"><li>• Unique IP</li><li>• Patent protected<ul style="list-style-type: none"><li>- 20 granted</li><li>- 5 pending</li></ul></li><li>-China ACCI accredited</li><li>• B2C</li><li>• Low cost</li><li>• Easy implementation</li></ul>	<p>Geared growth via packaging channel partners:</p> <ul style="list-style-type: none"><li>• Orora, Impact</li><li>• PT Meidanum</li><li>• CCN, Meixin, Esquel</li></ul>	<ul style="list-style-type: none"><li>• Revenue per unit application by brand</li><li>• High volume and/or high value brands</li></ul>	<ul style="list-style-type: none"><li>• Magnify resources via partners</li><li>• Keep headcount low</li><li>• Keep overheads low</li></ul>

# Revenues geared to recurring mass market volumes



# Deliverables H2 2019 + 2020

Commercial  
launch Motif Micro  
1 and  
ProtectCode app

Additional channel  
partners ANZ

Significant brand  
signings ANZ

New sector clients  
SE Asia

Significant volume  
growth existing  
channels China

Commercial  
launch Motif Micro  
2

# YPB's fortunes at major inflection point - rebuild payoff ahead

Rebuilt, lean, hungry,  
focussed

Breakthrough  
smartphone  
readability  
launch  
H2 2019

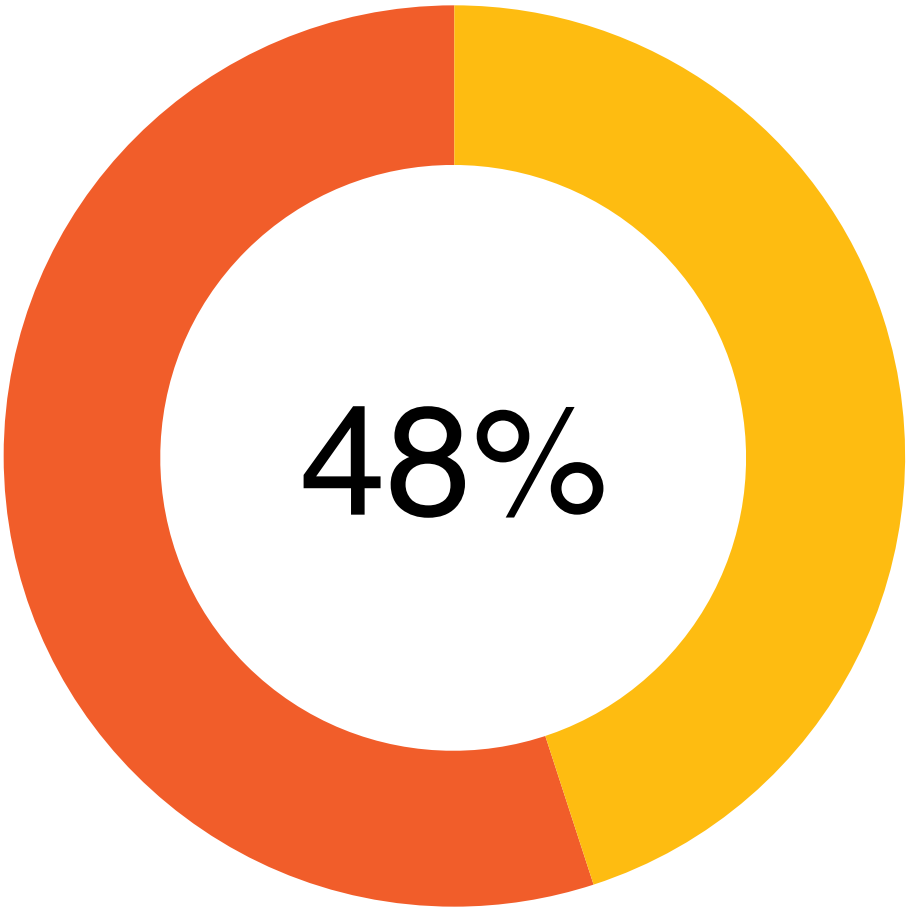
Channels and prospective  
clients  
actively engaged

Significant profit leverage  
to revenue growth

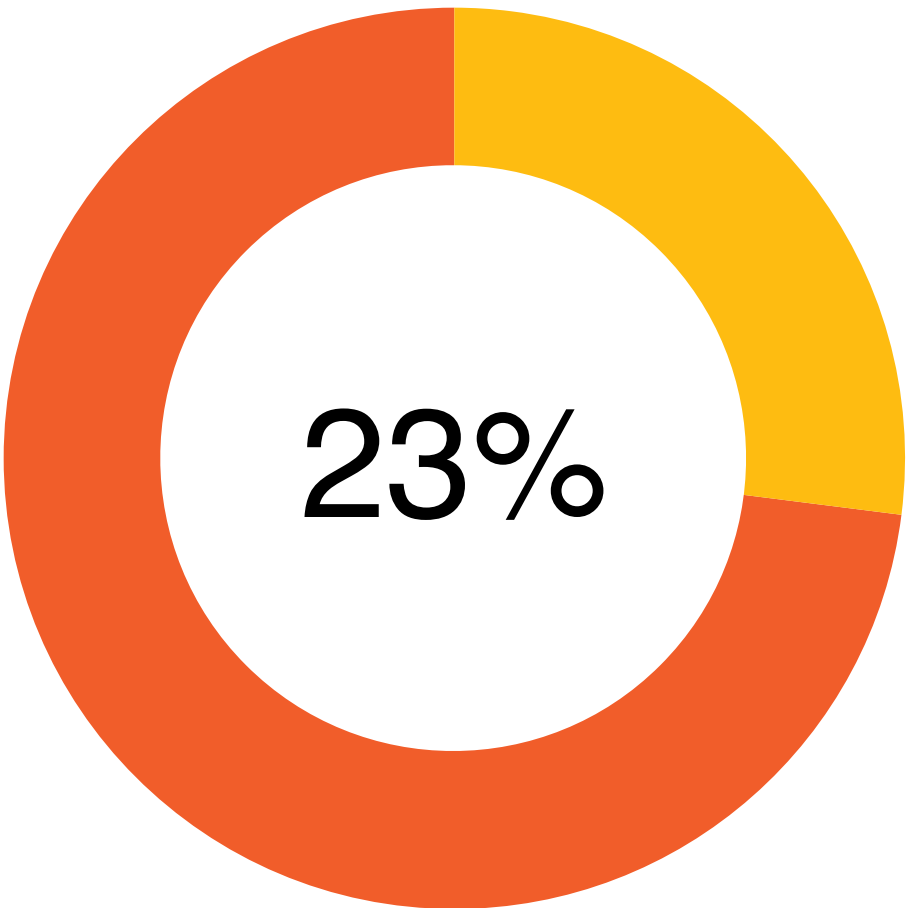
# Company snapshot

ASX Code	YPB
Industry	Anti-counterfeit technology solutions
Shares on issue	1.15bn
Market Capitalisation (12 Sept)	\$6.9m
Share price (at last 12 Sept)	Aud 0.006
Listed options	127.1m
Convertible	\$1.45m

Top 25 holders



Directors & Key stakeholders





# YPB's 2019 Board and Leadership Team

Relevant & experienced board & management



**John Houston**

Founder, Chairman and Chief Executive Officer of YPB Group Limited

Over 40 years' experience in building and leading successful businesses across the globe including Orange Switzerland & Thailand.



**Gerard Eakin**

Non-Executive Director

Gerard Eakin has 35 years' experience in the portfolio management and research of Australian Equities. Previously Head of Australian Equities at Rothschild Australia Asset Management.



**George Su**

Non-executive Director

Over 30 years business experience in the Asia Pacific region and is currently the Chief Executive of Richlink servicing ultra-net worth Chinese investors.



**Phillip Wade**

Non-executive Director

Phil has almost 20 years experience in creating and leading E-commerce and Marketing teams across Europe, Asia and America in retail, travel and consumer goods. He has held senior E-commerce and Marketing roles at some of the world's biggest companies.



**Dr Paul Bisso**

Co Inventor Motif Micro

Internationally renowned materials expert Co-invented the Motif Micro technology at MIT.



**Adrian Tan**

Chief Financial Officer

14 years of professional experience in both the government and private sectors across Europe and Asia. He was most recently CFO at Lazada Express Limited (subsidiary of Alibaba)





YPB