



ASX ANNOUNCEMENT

ASX:YPB | 2 March 2021

Board Changes

Product authentication and consumer engagement solutions provider **YPB Group Limited (ASX:YPB)** (“YPB”, and the “Company”) wishes to advise that Mr Philip Wade has resigned as a Director of YPB effective immediately in order to focus on and dedicate his time to personal and professional commitments.

Mr Wade joined the Company on 16 May 2019 and the Board thanks him for his contribution and wishes him all the best in his future endeavours.

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

For further information please contact:

Investor enquiries

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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