



## ASX ANNOUNCEMENT

ASX:YPB | 21 October 2020

### Connect platform to provide COVID-19 Contact Tracing

Product authentication and consumer engagement solutions provider **YPB Group Limited (ASX:YPB)** is pleased to advise that its proprietary Connect Platform ('Connect') has been enabled so its QR Codes, are ready for deployment in venue based COVID-19 contact tracing anywhere in the world.

YPB's "Connect" platform has been extensively trialed and tested across South East Asia and Australia and is now enabled for COVID-19 contact tracing. YPB's Connect platform can now be offered to shops, malls restaurants and entertainment venues for COVID-19 contact tracing. All data collected is made immediately available to the venue owner/operator through YPB's cloud based platform.

YPB's COVID-19 contact tracing platform is equipped with "artificial intelligence" (AI) algorithms which can rapidly identify a person's movements and locations based on their device use after scanning QR codes through the Connect platform.

**YPB Group CEO John Houston said:** *"YPB's Connect based QR codes have been used extensively by our customers in multiple markets safely and successfully for a number of years. We have been able to enable the technology with the latest AI functionality to deliver a vastly superior contact tracing capability. YPB at all times respects the privacy of the consumer and in providing this solution will adhere to relevant State or National regulations."*

*"Although the impact on this could have on YPB's revenue is not yet known, we believe there is a large market opportunity for our contact tracing-enabled codes as venues looking to upgrade existing technology to platforms that have the latest functionality to protect their businesses, and new venues that are seeking to enhance patronage and ensure consumers are safe by deploying a new QR code system. As more venues start to open up and take larger numbers of people, demand for contact tracing technology has the potential to grow."*

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

**For further information please contact:**

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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: [ypb.io](http://ypb.io)

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