

## ASX/MEDIA ANNOUNCEMENT

ASX: YPB | 3rd November 2017

### **YPB and Monash University in rail collaboration**

- **YPB and Monash University's Institute of Railway Technology successfully complete "foot traffic" data capture and analysis pilot project in a metropolitan rail network**
- **YPB and IRT expect to roll out the solution commercially in Australia and offshore**

Brand Protection and Consumer Connection solutions company YPB Group Ltd (ASX: YPB) is pleased to announce it has signed a collaboration agreement with leading Australian research and teaching institution Monash University.

Prior to this agreement, Monash University's Institute of Railway Technology (IRT) and YPB have successfully concluded a first-of-its-kind pilot project utilising foot traffic sensors in metropolitan railway stations to provide foot traffic data and analysis within the rail network. The actionable data produced will enable rail operators to count and identify passenger numbers in real time to ensure safety on platforms and in carriages.

With successful completion of the pilot project, YPB and IRT now expect to roll-out this unique passenger monitoring solution in passenger rail networks around Australia and internationally.

IRT has an established track record in solving railway-related technical issues and its solutions have been adopted by railway systems throughout the world. IRT has provided assistance to more than 150 national and international railway operators and suppliers.

Monash IRT Director Ravi Ravitharan said: "IRT has been conducting railway research for over four decades and has traditionally focused on solving engineering issues. We are truly excited about this collaboration with YPB. We will be providing solutions to the railway systems to improve their service delivery and safe operations utilising up-to-date real-time passenger information."

YPB's CONNECT platform is a unique cloud-based data capture and delivery software platform that interacts with consumers' mobile devices. Part of its functionality is to leverage proximity technologies to allow business clients to engage with customers (B2C) based on time, location and specific user characteristics. It is highly flexible across a range of technologies including near field communication (NFC), Bluetooth low energy (BLE) beacons, image recognition and Wi-Fi. It allows data capture from a mobile device and data delivery, to the mobile device. In the rail setting, CONNECT can capture passenger movement as noted above but can also deliver service and other information directly to passengers' mobile devices.



YPB's CEO, John Houston said: "It is a privilege to work with Monash University, a world class university with world renowned railway expertise. We believe that adoption of our CONNECT technology will lead to a safer passenger experience across rail networks. This collaboration is validation of the versatility and flexibility of CONNECT's software as well as its capacity to enable understanding of and direct connection with consumers."

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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, and Mexico.

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.

### 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.

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