

ASX/MEDIA ANNOUNCEMENT

ASX: YPB - CDYDA | 28 November 2017



## YPB and Cellmid sign agreement to access Chinese consumer health market

Brand protection and customer connection solutions company YPB Group Ltd (ASX: YPB) and life sciences company Cellmid Limited (ASX: CDYDA) have signed an agreement to utilise the YPB CONNECT Consumer Connection SaaS (CONNECT) platform in the marketing of Cellmid's *evolis*® hair loss products in China.

This contract is YPB's first with an Australian company driving advanced life sciences expertise into consumer markets and fits in its target verticals of pharmaceuticals, natural beauty, and health and wellness markets where YPB has other important clients.

Headquartered in Sydney, Cellmid has drug development programs in multiple disease indications. Through wholly owned subsidiary Advangen, it also has an exponentially growing consumer health business based around its novel FGF5 inhibitor hair growth products. Branded *evolis*®, the products have demonstrated dramatic hair growth efficacy in blinded, placebo controlled clinical studies. Cellmid sells its hair growth products in Australia and Japan and is expanding distribution in other territories. It has recently secured ultra-premium retailer Neiman Marcus as its first retail partner in the USA and has been granted import permits and registrations for China. Cellmid's products are positioned to fit in the rapidly growing OTC (over-the-counter), non-prescription, natural medicines and cosmetics category.

YPB will supply Cellmid with QR labels to be applied to its products. In addition to protecting product authenticity, QR codes enable the company's packaging to become data collection and communication points. Mobile device scanning of the QR code launches a cascade of digital events that sees CONNECT capture and analyse data that gives Cellmid deep knowledge of its consumers and the capacity to develop personalised interactions with them. Once that connection is established, CONNECT can then be used for a broad range of personalised education, marketing and promotional activities to enrich consumer experience and increase brand loyalty. Marketing costs are expected to be reduced and brand value maximized over time as the relationship between Cellmid and its customers develops.

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YPB Executive Chairman John Houston said: "We are pleased to help an exciting Australian success story with novel technology to connect with its customers wherever they may be in the world by employing our CONNECT platform. This relationship with Cellmid also demonstrates that YPB can help propel cross border e-commerce and international brand building by allowing brands to know and connect with consumers who would otherwise remain entirely anonymous. We expect a much greater involvement with Australian exporters, particularly those building their China presence, and we look forward to growing together with Cellmid over the coming three years and beyond."

"Access to the CONNECT platform is expected to be transformative for our consumer strategy in China" said Cellmid CEO Maria Halasz. "Knowing the customer behind each sale means that we can become partners in their hair health and provide tailored, personalised information and products to suit their individual needs. Together with our multilayered strategy to access the Chinese consumer market, the CONNECT platform is expected to improve our return on marketing investment significantly."

For further information please contact;

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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, Mexico, India and Pakistan.

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.

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**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.

**About Cellmid**

Cellmid (ASX:CDY) is an Australian life sciences company with lead programs in multiple disease indications. The Company, through its wholly owned subsidiaries, Lynamid, Kinera and Advangen, develops and markets innovative novel therapies and diagnostic tests for fibrotic diseases, cancer, ischemic diseases of the heart and hair loss. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel target midkine (MK). Intellectual property pertaining to MK is being exploited through wholly owned subsidiaries Lynamid and Kinera. Advangen, Cellmid's consumer health business, sells its FGF5 inhibitor hair growth products in Australia, the USA and Japan, and currently broadening distribution in other territories. For further information, please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://www.evolisproducts.com.au).

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### **Advangen Limited - Cellmid's Consumer Health Division**

In 2013 Cellmid acquired Advangen Inc. (Japan), the owner of a range of FGF5 inhibitor hair growth technologies and became the first, and still the only, company globally with an FGF5 inhibitor hair growth product range on the market. Cellmid has continued innovation and product development and filed a number of new patent applications covering several hair growth agents including midkine and a group of novel FGF5 inhibitors. In addition to distribution in Australia, The USA and Japan the Company is actively expanding into other markets including Asia and Europe.

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