

## ASX ANNOUNCEMENT

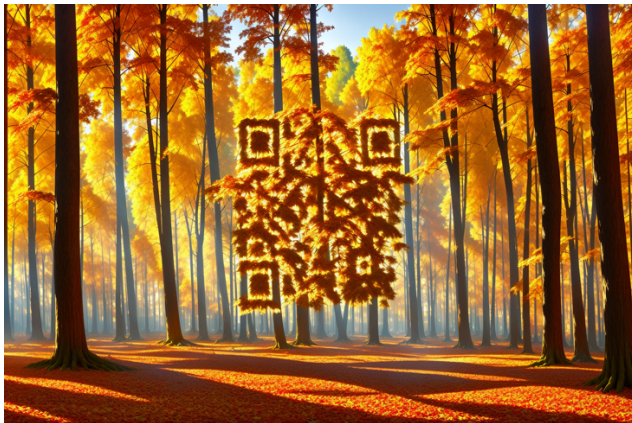
ASX: YPB | 14<sup>th</sup> May 2024

### ConnectQR launches AI QR codes to drive subscriber growth

- ConnectQR has launched Artificial Intelligence (AI) created QR code generation and management on its self-service SaaS platform
- ConnectQR's AI feature launched today makes a conventional QR code more visually appealing, thus attracting new subscribers
- Launch of ConnectQR AI QR codes is expected to accelerate revenue growth

Authentication and consumer engagement technology group **YPB Group Limited (ASX: YPB)** is pleased to advise it has today added a material new product on its recently launched [ConnectQR](#) self-service SaaS platform (ASX: [March 4<sup>th</sup> 2024](#)).

Connect QR's AI QR design options are virtually endless, with examples of how the AI QR code can be used in media shown below as generated by our platform:



ConnectQR is a fully self-service SaaS QR code generation and management platform. It is built around a "feature led pricing" freemium entry model, whereby pricing tiers with volume and functionality. YPB has today released AI QR codes into the 'paid' feature to ConnectQR.





ConnectQR's Artificial Intelligence (AI) capabilities turn a conventional QR code into attention-grabbing visual interest and are likely to increase both interest in subscribing to YPB's ConnectQR platform and revenue when signing up to the platform. The Company believes that the increased attention that can be gained by AI QR codes is of value to the array of businesses increasingly adopting QR campaigns due to the prized, consented first-party data they generate. This data can be analysed in the ConnectQR platform to increase the effectiveness of future marketing campaigns, both direct and indirect, as engagement with previously invisible end consumers is triggered.

The launch of AI QR codes in the paid ConnectQR offering together with greater expected adoption rates have the potential to accelerate YPB's subscriber growth and revenue generation from the platform.

As previously announced, [ConnectQR](#) has the potential to dramatically lift YPB's ability to scale both revenue and profit as the product gains traction. It is a high volume, low-price, revenue model with sales propelled by sophisticated, targeted SEO (Search Engine Optimisation) and ad campaigns. The expected net result to YPB is accelerated revenue growth, with a much smoother revenue profile, at minimal incremental cost. ConnectQR allows businesses to *Connect deeper, faster, smarter* at [www.connectqr.ai](http://www.connectqr.ai)

The Company considers that while there is no immediate revenue associated with the launch of AI QR codes on the ConnectQR platform (as the feature has just "gone live"), the launch of this new feature is material based on the following:

1. [www.connectqr.ai](http://www.connectqr.ai) is the Company's first fully self-service SaaS website and was commercially launched by the Company in March 2024.
2. The addition of AI QR codes to ConnectQR is likely to attract paid customers at premium prices to materially lift revenues and profit.
3. AI QR codes add a further level of differentiation against competitive products and potentially broadens the addressable market via novel end-use applications.
4. It demonstrates the Company's ability to create and enhance shareholder value via the rapid creation of new revenue generating intellectual property at modest cost.

**YPB Group CEO John Houston said:** "We are pleased with the early adoption rate of [ConnectQR](#) and the launch today of AI QR codes introduces another magnet for potential customers and hence revenue potential.

The AI QR codes able to be generated are artistic, striking, and visually attractive and can be used widely in a great array of packaging, advertising and marketing. Our technical team has delivered yet another wonderful feature for our ConnectQR self-service SaaS offering on time and on budget. Further enhancements of the platform with additional revenue potential are mapped and due for release in coming months."





This announcement is authorised by the board of directors of YPB.

**Ends.**

**For further information please contact:**

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Note: "QR Code" is a registered trademark of DENSO WAVE INCORPORATED in Japan and other countries.

### About YPB Group

Since 2011 YPB Group Limited (ASX: YPB) has developed and sold technologies that protect brands and trigger engagement with their consumers. Since inception we have marked 1.25 billion items with our solutions.

Using our proven QR code platform Connect, we allow brands to use existing brand resources to enable consented consumer data, the most valuable marketing asset, while also offering brand protection.


YPB is increasingly demonstrating ultra-low-cost global reach via its proprietary Self Service SaaS platform Connect.


To learn more please visit: [www.ypbsystems.com](http://www.ypbsystems.com) or [www.connectqr.ai](http://www.connectqr.ai)

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