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FOR IMMEDIATE RELEASE

Date: 22nd May 2024

HEADLINE: New AI tool allows Australian businesses to more easily unlock benefits of QR codes

Sydney headquartered tech company ConnectQR provides clients the ability to easily develop QR codes for their businesses, allowing them to better capture relevant data and serve their customers, is launching a new AI tool to cement its position as a market leader in the provision of this valuable offering.

This tool will allow ConnectQR clients to utilise and customise QR codes to better market their products and services, while capturing vital consumer information as they seek to draw in more customers.

According to YPB Group Chief Operating Officer Martin Ross this addition to the ConnectQR offering is expected to drive even higher rates of adoption among its customers as they seek to better unlock the full benefits of this vital marketing tool at a relatively low cost.

"ConnectQR is designed to provide businesses with the ability to simply deliver direct-to-consumer communications, plus powerful management tools, while also providing surety to users that their data is being stored in Australia," said Mr Ross.

"ConnectQR has spent years refining our turnkey QR code solution for our clients, investing in continuous product development, so that our clients can access the ability to create these tools that are a staple requirement for business promotion. We spotted an opportunity to use AI as part of our offering,that makes it much easier for our clients to create and distribute QR codes for their products and services."

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ConnectQR is part of the YPB Group of companies, known for being a market leader in the development and distribution of software tools that allow businesses to communicate with consumers securely and directly since 2011.

ConnectQR provides businesses both in Australia and abroad with the ability to easily generate and manage their QR codes and apply this to their specific needs via its fully self-service QR code generation and management platform.

This allows businesses to go to the platform, select the product that fits their needs and then tailor the technology to their specific requirements - forgoing the need to engage with app or software developers or digital marketing agencies, saving time and money.

"ConnectQR is well-positioned to expand its footprint because of its ability to efficiently onboard new customers, while providing them a turnkey promotional product solution that meets compliance standards, while enhancing their efforts to promote their brands," says Ross.

"This new AI tool will supercharge our capacity to provide our customers with the best in breed technology in the QR code space, and allow us to further consolidate our market footprint."

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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.
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YPB increasingly demonstrates ultra-low-cost global reach via its proprietary Self Service SaaS platform Connect, has generated over 250 million codes to date, showcasing its expertise in the space of QR code generation.

To learn more, please visit: www.ypbsystems.com or www.connectqr.ai

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