FOR IMMEDIATE RELEASE

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HEADLINE: From Creativity to Analytics: The Dynamic QR Code Tool Every Marketer Needs Now Available On Canva

Sydney, Australia – ConnectQR.ai, the subsidiary of Codeifai Group, is excited to announce their launch into the Canva App Marketplace, making their advanced QR code generation technology more accessible to the millions of Canva users worldwide. The move aligns with ConnectQR.ai's mission to empower marketers, designers, and businesses with the tools they needed to incorporate dynamic QR codes into their digital assets.

Over the years QR codes have become essential for creating interactive and measurable customer experiences and with the rise in global usage it's never been a better time to use them. The global QR code market, including various applications like marketing and packaging, is projected to grow at a compound annual growth rate (CAGR) of 8.9% from 2022 to 2030 (Cognitive Market Research). Additionally, the QR code payments segment is anticipated to grow even faster, with a projected CAGR of 17.2% during the same period (Scanova). Solidifying the increasing importance and widespread adoption of QR codes across industries.

"**The use of QR codes has skyrocketed in recent years,**" noted Martin Ross, COO of Codeifai Group. "**As consumers increasingly expect more interactive and seamless experiences, ConnectQR.ai's dynamic QR codes provide the tools needed to meet these demands and stay ahead of the competition.**"

ConnectQR.ai's presence in the Canva App Marketplace provides users an easy to use, self service platform that allows users to create, customise, and manage QR codes directly within the Canva ecosystem. This integration streamlines the design process, enabling users to elevate their marketing efforts with QR codes that offer more than just a static experience. Offering a full suite of QR code solutions from custom AI generated codes to branded Dynamic QR codes, all backed by ConnectQR's sophisticated tracking and analytics available right in the ConnectQR platform.

"**For marketers, the ability to gain insights into how their campaigns are performing via ConnectQR's Dynamic QR codes is invaluable,**" added Ross. "**Our dynamic QR codes are designed to provide real-time data that can help businesses and marketeers inform marketing strategies, optimise campaigns, and ultimately drive better business outcomes. By partnering with Canva to make ConnectQR available, we're making these capabilities more accessible than ever.**"

The launch on the Canva App Marketplace marks a significant milestone for ConnectQR, further cementing their position as a leader in the global QR code space. Marketers and designers using the Canva software can now leverage ConnectQR.ai's technology to create more engaging and data-driven content, whether for print, digital, or cross channel campaigns.

About ConnectQR.ai

ConnectQR.ai is a leading QR code generation and management platform under the Codeifai Group. Specialising in dynamic QR codes, ConnectQR.ai empowers businesses to create interactive and trackable marketing assets. By integrating with Canva, ConnectQR.ai continues to innovate, offering powerful tools that drive user engagement and provide valuable consumer insights.

About Codeifai

Codeifai Group (ASX: CDE) (previously YPB Group Limited (ASX: YPB)), established in 2011, is a pioneer in digital brand solutions. With a commitment to innovation, Codeifai has developed technologies that protect brands and foster direct consumer engagement. The company's extensive experience in QR code generation has marked over 1.25 billion items worldwide, solidifying its reputation as a market leader.

For more information, visit www.connectqr.ai or www.codeifai.com

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Codeifai
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