

15 March 2018

## **OBJ's Regains Rights to Sub-Categories in Amended Agreement with P&G**

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**OBJ Limited (ASX: OBJ)** is pleased to announce the execution of an Addendum to the microarray Product Development Agreement (PDA) with Procter & Gamble (P&G), releasing OBJ from exclusivity provisions relating to specific beauty sub-categories of the magnetic array technology licensed to P&G.

The amended agreement allows OBJ to market the technology in several sub-categories, including colour cosmetics, haircare and shaving (specifically the cutting of hair rather than associated skincare), to other potential partners.

In addition both parties have agreed to the release of the Wave 1 Eye Wand device. For the avoidance of doubt, the beauty sub-category of skincare remains within the scope of the PDA.

The negotiation of these changes forms part of OBJ's strategy to develop its own products for distributors into markets outside skincare.

Managing Director Mr Jeffrey Edwards said: "We have a world beating microarray technology and its adoption by a major multinational corporation such as P&G has been a validation of that. OBJ's relationship with P&G remains strong with the two companies continuing to explore new innovations and developments. At the same time, we also look forward to forming new partnerships with other companies, as this variation to the PDA allows us to make the existing technology available to others in the market. This will drive a wider awareness and increased adoption of the microarray technology."

Interim Chairman Mr Steven Schapera said: "This is a major breakthrough for us commercially. After months of negotiation, the carve-out of these sub categories enables us to now commercialise this technology internationally across three critical sub-categories, within which we can see a substantial amount of potential."

### **About OBJ**

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OBJ develops proprietary magnetic microarray drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors. OBJ partners companies in the design and development of next generation products using physical science rather than chemistry to provide new levels of product performance without the cost of reformulation or new ingredient approvals.

OBJ offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

#### **Directors**

Mr Jeffrey Edwards

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## About OBJ's Technologies

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OBJ has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low-cost microarray film technology that utilise diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare and consumer products.

## Forward-Looking Statements

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This announcement contains certain "forward-looking statements" concerning OBJ. Where OBJ expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with OBJ and the industry which may affect the accuracy of the forward-looking statements. OBJ does not undertake any obligation to release publicly any revisions to any forward looking statement to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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