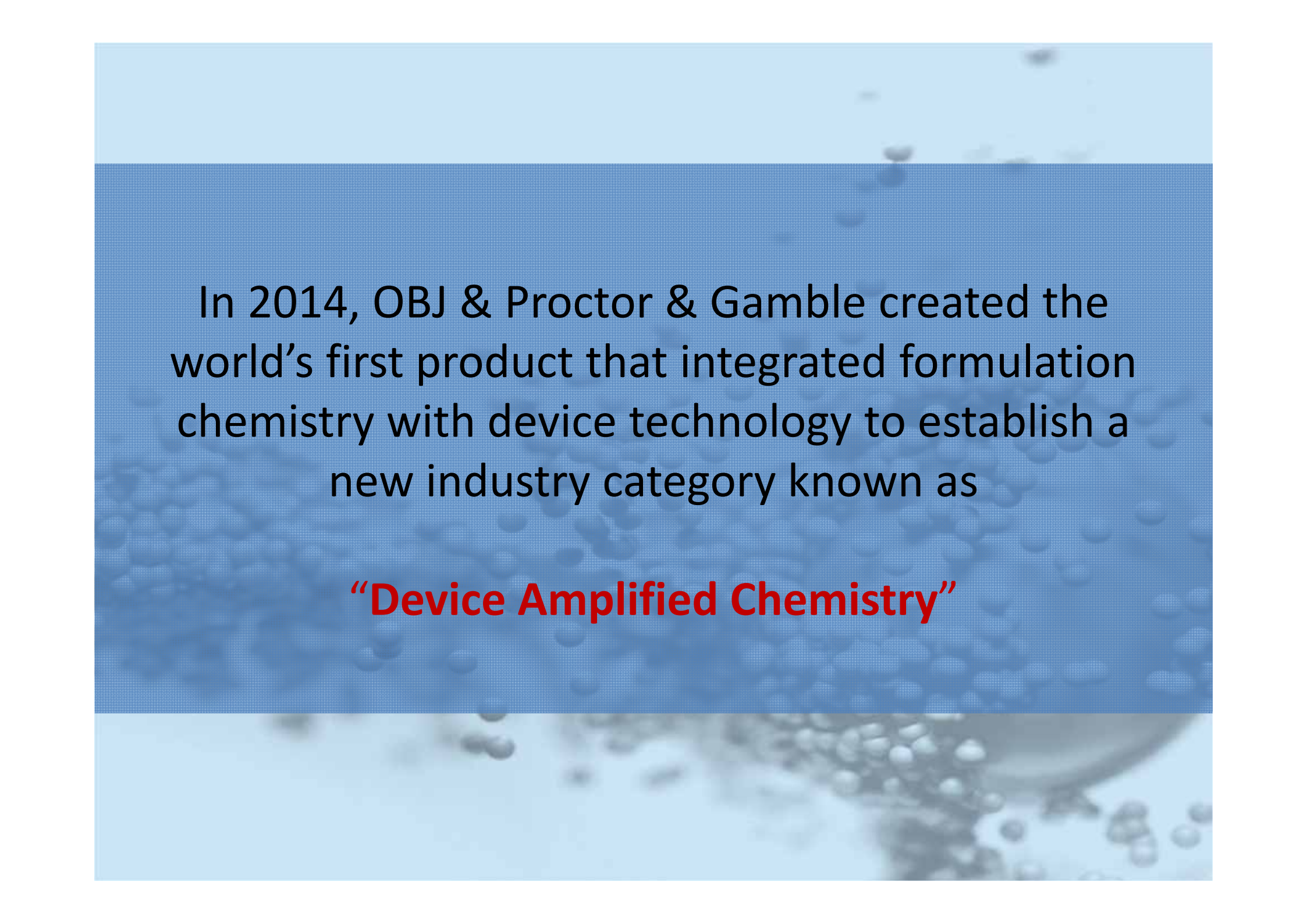


**2018 AGM Presentation**

**OBJ**



A microscopic view of numerous small, spherical bubbles rising through clear water. The bubbles are in various stages of formation and movement, creating a dynamic and textured scene. The background is a soft, light blue, and the overall lighting is bright and even.

In 2014, OBI & Proctor & Gamble created the world's first product that integrated formulation chemistry with device technology to establish a new industry category known as

**“Device Amplified Chemistry”**

# SK-II Device Trajectory

## KEY CHALLENGES & INNOVATION PRINCIPLES

1. Deliver news & exciting FMOT (first moment of truth) via packaging / device innovation
2. Deliver proven efficacy superiority
3. Deliver new science of magnetic forces to skin interaction to enhance improvement

**Revolutionary  
skincare experience  
with drastic increase  
in efficacy**

2020+  
Maximum efficacy boost via  
new application techniques

**Personalisation integrated with skin  
diagnostic – new retail**

**Advanced communications / skin  
diagnostics / Future X**

2017-2019  
Stronger efficacy boost  
with package innovation

**Integrated package #2**

**Integrated package #1**

2014-2017  
World first applicator  
with efficacy enhancement

### **FY16/17 Face Care (unique shape + vibration)**

AA: Unbeatable firmness (acute & chronic efficacy boost)

WH: Shakes out invisible shadow/spots

(Drive AA & WH Heroes)

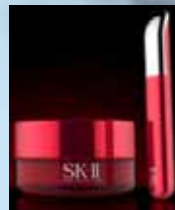
### **FY14/15 Eye Care Wand**

*1<sup>st</sup> in the world magnetic wand*

*Enhance 3X penetration*

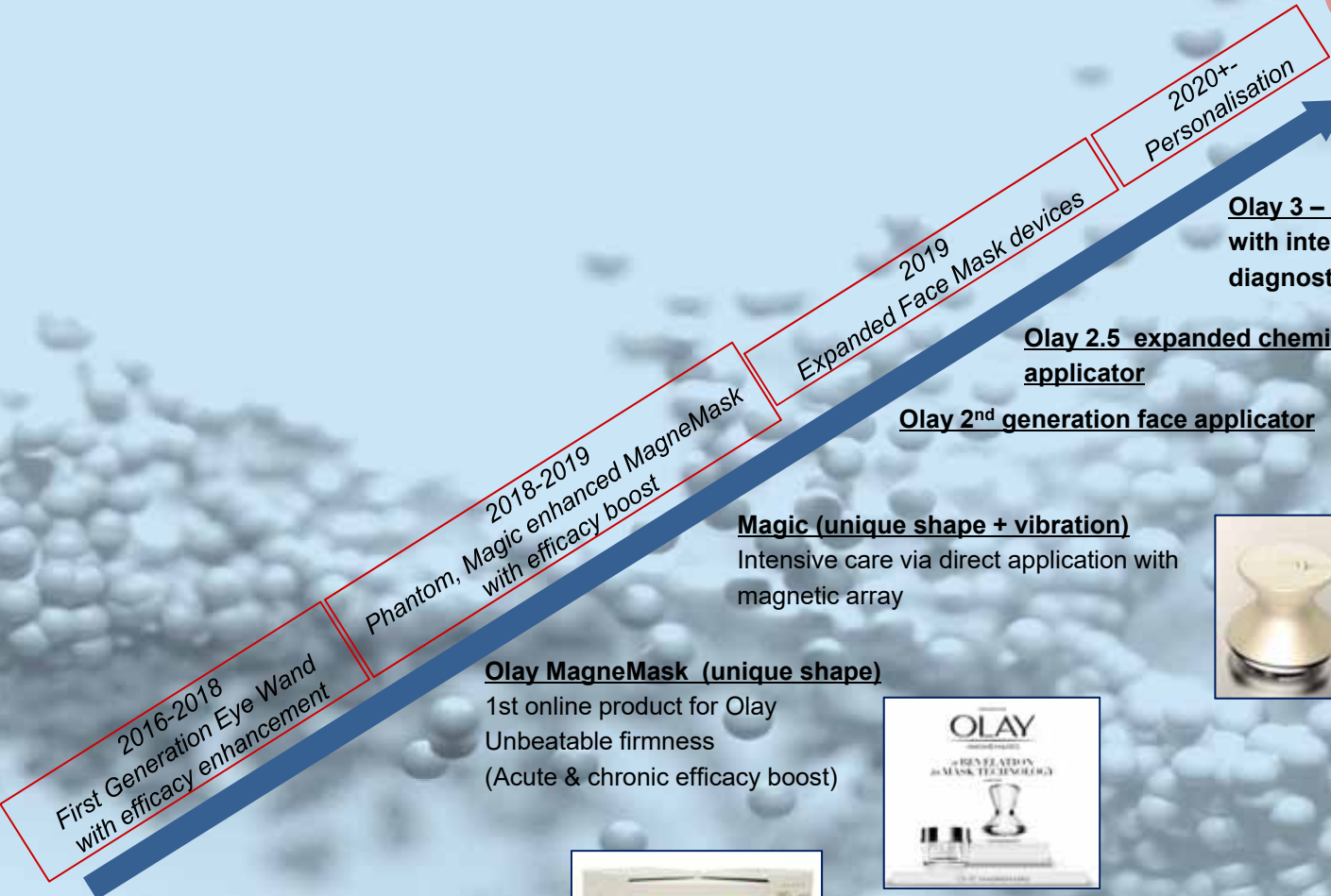
*3 point lift for younger looking*

*skin*



# Current Olay Device Trajectory

**Revolutionary  
skincare experience  
with drastic increase  
in efficacy and delight**



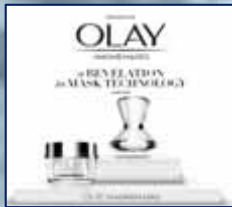
**2016-2018  
First Generation Eye Wand  
with efficacy enhancement**

**Olay Eye Care Wand**  
1<sup>st</sup> enhanced delivery device for Olay,  
offered enhance 3X penetration  
3 point lift for younger looking skin



**2018-2019  
Phantom, Magic enhanced MagneMask  
with efficacy boost**

**Olay MagneMask (unique shape)**  
1<sup>st</sup> online product for Olay  
Unbeatable firmness  
(Acute & chronic efficacy boost)



**Magic (unique shape + vibration)**  
Intensive care via direct application with  
magnetic array



**2019  
Expanded Face Mask devices**

**Olay 2<sup>nd</sup> generation face applicator**

**Olay 2.5 expanded chemistry face applicator**

**Olay 3 – 2<sup>nd</sup> Gen Technology  
with integrated skin  
diagnostics**

**2020+-  
Personalisation**

# OBJ Skincare Innovations Pipeline

Dual array,  
dual faced  
applicators  
with  
selectable  
vibration

Personalised  
vibration with  
action  
prompting &  
guidance

Beauty on-  
demand &  
personalised  
delivery

Intelligent  
applicators

Condensation  
deposition –  
new Mist  
delivery  
technology



## Future Directions

Beauty on demand

Consumer selectable concentrations

All-in-one formulations

Skin matching



Skin diagnostic apps

Virtual reality counselling

Augmented reality

Intelligent self-diagnosing

Auto-dispensing

## Current 2019 Skincare Expansion Programs

Two new versions of the highly successful whole of face applicator in pre-launch validation stage

- Two new fully integrated products planned for launch in early 2019

- New scalp care applicator developed & under review

- Active developments in autonomous store front technology

Second technology device developed & heading for consumer testing

- New oral healthcare device POP completed, under review

## BodyGuard



### BodyCare

- Highly successful clinical study of OBJ's Ibuprofen patch
- Results approached opioid levels of pain benefits without the traditional adverse side effects
- Draft MTA received from global pharma company seeking to evaluate in its labs

- Beta prototypes manufactured
- Consumer trial completed by major UK pharma company.
  - ✓ Significant reduction in pain
  - ✓ Top 5% net promoter score for new product
  - ✓ 76% strong intent to purchase
- UK distributor discussions progressing
- Potential GMP manufacturers identified
- Validation of COG's & supply chain
- Commenced collation of regulatory dossier for market clearance



## Surface Hygiene

- Low priority this year as the company sought to resolve issues with the study format required by many geographies in support of the claims of enhanced hygiene
- EU & US regulatory bodies require specific studies, using bacterial colonies on glass for claims support
- As the OBJ technology is designed to drive existing chemistry more effusively into scratches, fissures and pores in common substances, the requirement to use new glass has limited OBJ's progress in this area
- Recent consultations with industry experts has pointed to a solution that will be the focus of Surface Hygiene work during 2018/2019



**Thank you**

**OBJ**

