



OBJ LIMITED

September 2015

Providing innovative solutions to the
pharmaceutical, cosmetic, skincare, oral health
& consumer products industries



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Corporate Information

KEY STATISTICS (09.09.2015)

ASX code	OBJ
Current share price	\$0.066
52 week high	\$0.13
52 week low	\$0.048
Shares on issue	~1,650m
Market capitalisation	~\$110m
Revenue (FY 2015)	\$1.4m
Net cash (30 June 2015)	~\$3.59m
Performance rights	(various hurdles) 88m
Cash burn per month	~\$159k

BOARD

Glyn Denison	Non-executive Chairman and Director
Jeffrey Edwards	Managing Director
Dr Christopher Quirk	Non-executive Director
John Palermo	Company Secretary

SHAREHOLDER BREAKDOWN

Top 5 shareholders	7%
Top 20 shareholders (inc top 5)	21%
Management	6%

12 MONTH SHARE PRICE PERFORMANCE



02

Company overview



- Biotechnology company focused on product performance enhancement through physical rather than chemical means.
- Established commercial relationships with renowned global partners including P&G & Coty.
- Multi product agreement with Procter & Gamble, world's largest FMCG company (\$US84bn/annum)
- First revenues received from launches of the SK-II Eye Wand.
- 3-5 year commitment from SK-II for multiple SK-II products including the new Wave II applicator.
- Coty Inc product development & clinical trial commenced.
- New technologies in BeautyConnect, DCE & surface care provide long term pipeline for the Company with multiple pharmaceutical companies.

03

The science in diamagnetic repulsion

Driving performance through physical rather than chemical science.



Diamagnetic Repulsion Demonstration

04

P&G – world's largest FMCG Company – 80m products per day – revenues >\$84bn

- PDA executed in 2014 now expanded to seven work plans, each with a different application.
- SK-II Eye Wand launched in five Asian countries – first license borne out of the P&G PDA.
- Consumer feedback from launches of SK-II Eye Wand in Asia exceeded any expectations.
- Wave II applicator under development & will be used across multiple SK-II products.
- OBJ's laboratory conducting product testing for P&G for regulatory & market support purposes.
- SK-II commitment for 3-5 years for multiple products based on OBJ's Wave II.
- P&G commits the seventh Work Plan for its shaving products which sets out the pathway for the world's largest shaving brands.



05

SK-II – P&G's most prestigious skincare brand – revenues >\$US2bn

- First licensed product using OBJ's technology – generating revenues from launches.
- Launches extremely well received in South Korea, China, Japan, Taiwan & Hong Kong.
- SK-II planning rollout of multiple products in early 2016.
- Eye Wand now a permanent, key product for SK-II.
- SK-II committed to continue the Eye Wand product line.
- Received Good Design Selection Award at the 2015 Australian Good Design Awards.
- P&G's most prestigious & profitable skincare brand.



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SK-II Eye Wand

SK-II Eye Wand launch in Seoul, South Korea.



07

COTY – world's largest fragrance company – revenues >\$US12bn

- Executed a product development & licensing agreement late 2014.
- OBJ's original technology – patents granted for Europe & USA.
- Royalties to be payable on both the device & associated formulation sales.
- Development fully funded by Coty.
- Hardware now being finalised ahead of the forthcoming testing.
- Extensive consumer concept testing imminent followed by claims support.
- Commitment made to license OBJ's technology once testing is completed.



08.1

Bodyguard

World's first product range engineered to reverse the effects of joint ageing



- Suite of active patch products designed for the restoration & treatment of joint pain & degeneration during exercise or following injury.
- Initial consumer testing undertaken by Curtin University showed a 14% improved performance in just two weeks.
- Lubricen formulation received TGA approval.
- KneeGuard – first product of Bodyguard developed & pre production completed.
- Major double blind clinical trial underway at University of Queensland (UQ) with over 100 participants.

08.2

Bodyguard **Partnering discussions**

- P&G holds right to first access to results of the UQ study into performance of the KneeGuard product – potential partnership opportunity.
- Three different types of products have been prototyped for different market sectors.
- Discussions underway with other potential distributors for certain market sectors include Reckitt Benckiser, GlaxoSmithKline, Johnson & Johnson & Mentholatum (Deep Heat).
- OBJ has engaged two manufacturing consultancies to advise on the appropriate mass manufacturing techniques for different Bodyguard applications.

09

OBJ's product pipeline – Beauty Connect



- Smartphone app to allow consumers to personalise their skincare using OBJ's dermaportation wand technology.
- App will consider variables such as skin characteristics, ethnicity, weather conditions then recommend delivery of ideal formulation for the best personal skin effects.
- The app will also facilitate the sale of products & services.
- Outstanding partnering potential – keen interest & discussions underway.

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OBJ's most recent technology breakthrough – DCE

- Dynamically Configurable Emulsion (DCE) technology – world's first technology to manipulate the structure & therefore performance of emulsions during application to the skin.
- Emulsion based products – the most common type of formulation used by pharmaceutical, skin care & cosmetic companies.
- DCE solves the problem of limited internal stability & functionality of emulsions as well as the bioavailability of key active ingredients.
- Presentations to the major international pharmaceuticals has been met with very high levels of interest.
- Provisional patent specifications filed.



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Catalysts for OBJ

- Commitment by SK-II of Eye Wand.
- Launch of Wave II product across multiple SK-II products.
- Commitment for 3-5 years by SK-II.
- There are now seven Work Plans for P&G including the significant shaving application
- Commercialisation of dermaportation technology with Coty.
- Trial results of KneeGuard + development of BodyGuard range imminent.
- Development & partnering of new Beauty Connect & DCE technologies.
- Potential new partnering activities – increasing approaches from potential partners in various geographies.

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Investment highlights

- Generating revenue from initial launches of SK-II Eye Wand into Asia, the first product.
- 3-5 year program with SK-II – second product, Wave II, well advanced.
- P&G multi-product development agreement (PDA) – funded work plans with seven P&G applications.
- Development agreement with Coty accelerating – working 3D prototypes delivered.
- Outstanding potential for BodyGuard (partnered with P&G), Beauty Connect & DCE technologies.
- Experienced international management & scientific team proving its ability to meet milestones.
- Confirmation of the work plan to cover shaving for P&G. This now sets the pathway for possible commercialisation of OBJ technology into P&G's shaving product lines.

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