

OBJ LIMITED

March 2016

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



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01

Corporate Information

KEY STATISTICS (01.03.2016)

ASX code	OBJ
Current share price	\$0.063
52 week high	\$0.086
52 week low	\$0.047
Shares on issue	~1,770m
Market capitalisation	~\$110m
Revenue (FY 2015)	\$1.4m
Cash (Feb 2016)	~\$8.8m
Performance rights	(various hurdles) 82m
Cash burn per month	~\$180k

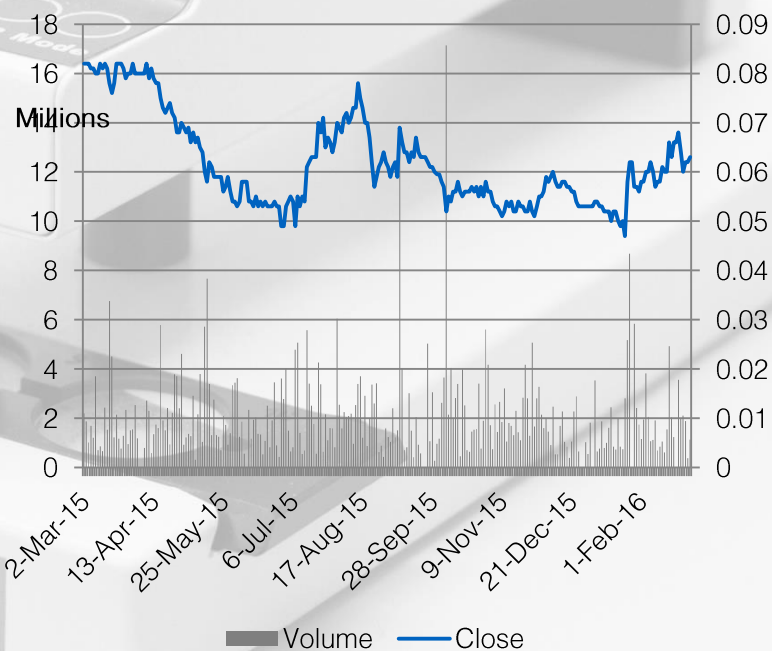
BOARD

Glyn Denison	Non-executive Chairman
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

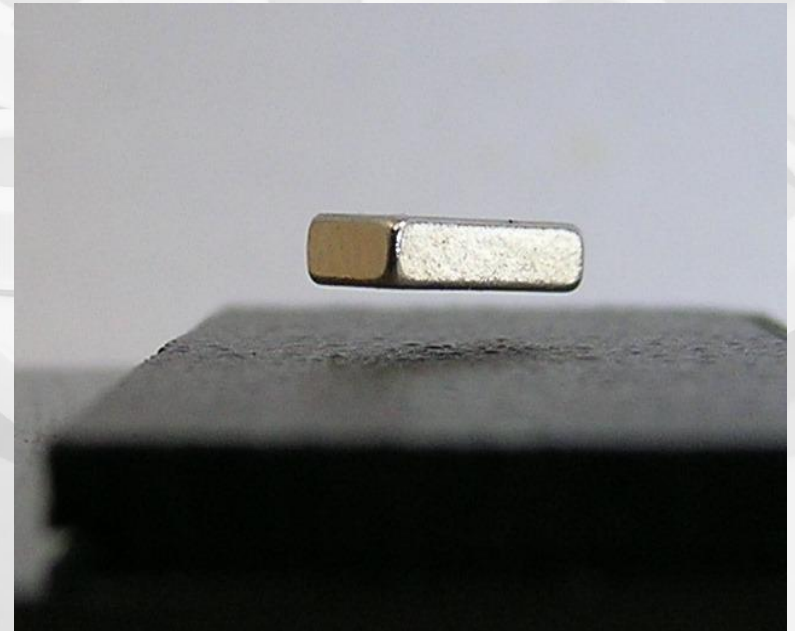


- ❑ Life sciences company focused on product performance enhancement through physical rather than chemical means.
- ❑ Multi product agreement with Procter & Gamble, world's largest FMCG company (\$US76bn/annum).
 - Total of 12 work plans incorporating four license agreements (executed/under negotiation).
 - Shaving program tests provided excellent results – moving towards a clinical trial.
 - Two P&G brands now developing new products based on OBJ technology.
 - Five year commitment from SK-II for multiple SK-II products out to 2021.
- ❑ Coty Inc now completing consumer trials prior to expected commitment to license.
- ❑ Bodyguard major clinical trial & consumer research study completed with very positive results. Product design now mature & distribution being pursued.
- ❑ Initial studies for surface hygiene showed almost double the kill rate of Golden Staph.
- ❑ New technologies in BeautyConnect, personalised skincare & advanced packaging provide long term pipeline for the company with multiple partnering companies.

03

Magnetic fields can push molecules

- ❑ Materials that are repelled by a magnetic field rather than attracted, are said to be diamagnetic.
- ❑ A molecule's diamagnetic "strength" is based on the number of paired electrons a molecule has in its orbits.
- ❑ The larger the molecule, the higher the diamagnetic susceptibility & the more force a magnetic field can exert upon it.
- ❑ A magnetic field does not impact or interact with a product's chemistry or function, so it is an ideal way to increase skin penetration & reduce the time to onset without effecting skin feel or other key consumer sensory benefits.



04

The science in diamagnetic repulsion

Driving performance through physical rather than chemical science.



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Diamagnetic Repulsion Demonstration

05

P&G – world's largest FMCG company – 80 million product sales per day – revenues of \$US76bn/annum

- ❑ Product development agreement (PDA) executed in 2014 – has since expanded from the initial 3 to 12 work plans (executed/pending), many with different applications.
- ❑ SK-II Eye Wand initially launched in late 2014 where consumer reaction greatly exceeding P&G's expectations. SK-II Eye Wand now being expanded into main stream SK-II markets.
- ❑ License commitment for Eye Wand across a second P&G skincare brand (imminent).
- ❑ Wave II whole face applicator license pending for commercial launch for SK-II globally.
- ❑ SK-II commitment to five year multi-product rollouts based on OBJ technology.
- ❑ Testing on P&G shaving exceeded performance hurdles – moving towards clinical trial.
- ❑ OBJ expecting growing revenues from multiple P&G licenses.



06

Coty Inc. – world's largest fragrance company (>\$US12bn)

- ❑ Executed a product development & licensing term sheet in late 2014.
- ❑ OBJ's original technology – patents granted for Europe & USA.
- ❑ Royalties to be payable on the device, associated formulation & product sales.
- ❑ Development fully funded by Coty Inc.
- ❑ Extensive consumer concept testing nearing completion.
- ❑ Commitment made to license OBJ's technology once consumer testing is completed.



07.1

Bodyguard



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

- ❑ Suite of all-natural drug-free patch products designed for the restoration & treatment of joint pain & degeneration.
- ❑ Initial clinical testing by Curtin University (2014) showed a 14% improvement in mobility in just two weeks.
- ❑ Major double blind clinical trial conducted by **University of Queensland (UQ)** (2015/2016) with 114 participants:
 1. Matched or exceeded the performance of the world's highest selling topical drug product, Voltaren (NSAID)
 2. Reduced worst pain score by 32% compared to NSAID at 17%
- ❑ Independent **IPSOS** consumer research found from participants of the UQ trial that:
 1. Kneeguard outperformed established NSAIDs on purchase intent, value for money & uniqueness.
 2. The key strengths of Bodyguard were ease of use, wearability, comfort, aesthetics & its ability to reduce knee pain over time.
- ❑ Bodyguard is designed for long term use, encouraging joint restoration – NSAIDs only achieve short term pain relief.

07.2

Bodyguard wearable product range

Pre-exercise micro-patches for superior preparation prior to exercise



Bodyguard in-exercise protection products

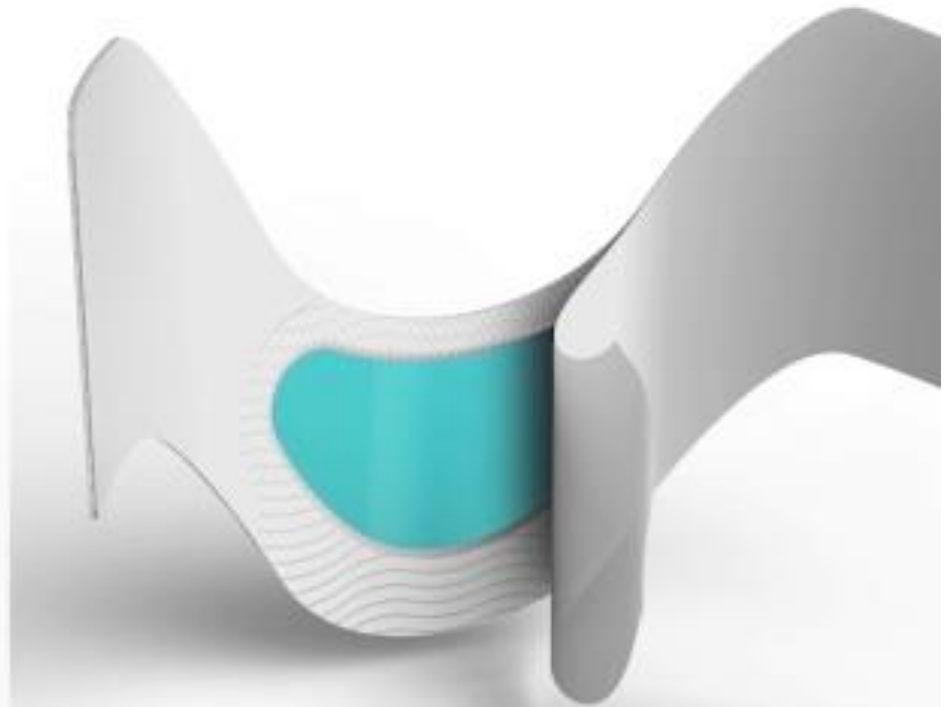
Single-use patch products

Re-usable patch product with replaceable formulation pods

Post exercise products for optimum local nutrition, exercise conversion & recovery

07.3

Bodyguard first product – single use Kneeguard design



07.4

Bodyguard clinical trial results – the real take-home messages

- Now established that Bodyguard ingredients, with their extensive safety profile & over-the-counter regulatory status, can potentially provide superior long-term restoration & maintenance of joint health compared to current prescription & high risk NSAID drugs.
- Now established that Bodyguard can potentially aid in preserving joint lubrication & energy absorption that translates into superior restoration of function & greater joint pain reduction than current analgesics.
- Now established that OBJ's technology platforms have increased the efficacy of a wide range of therapeutic agents including vitamins, minerals, electrolytes & supplements that are significantly limited by normal first pass metabolism.
- P&G has an exclusive first right to view the UQ trial results – three further potential partners eager to see whether P&G pick up distribution rights for some or all applications.
- Product design now maturing for Kneeguard, other joint treatments commencing.

08

OBJ's digital product pipeline – BeautyConnect & personalised skincare



- ❑ Smartphone app to personalise the way skincare products interact with an individual's skin using OBJ's dermaportation wand technology.
- ❑ App considers variables such as skin characteristics, ethnicity, weather conditions & then programs the wand to deliver the product for the best possible skin penetration via Bluetooth.
- ❑ App to facilitate the sale of products & services via online & e-commerce.
- ❑ Outstanding partnering potential – keen interest & discussions underway with both existing & new partners (P&G, L'Oreal, Galderma et al).

09

Advanced packaging solutions provide reduced risk & cost effective innovation pathway for partnering companies

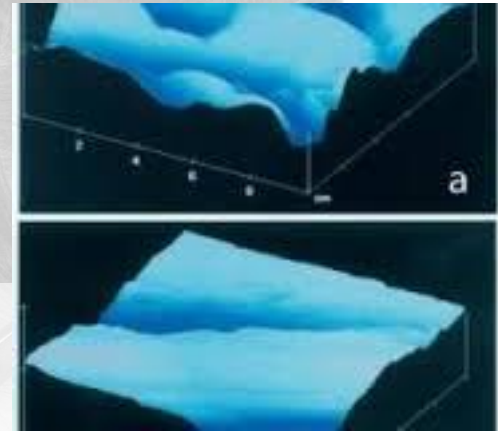
- ❑ By incorporating new technologies directly into existing packaging forms, OBJ provides partners with the ability to rapidly innovate new consumer focused product forms without the need for altered chemistry or regulatory approvals.
- ❑ OBJ's new Dynamically Configurable Emulsion (DCE) technology – the world's first technology to manipulate the structure & performance of emulsions during application to the skin – is an example of this initiative & is currently being explored by multiple skincare partners.
- ❑ Prototype applicator tube heads containing OBJ's micro array technology now being evaluated by two leading anti-inflammatory product companies.



10

Surface hygiene developments

- ❑ Surface disinfection is a global hygiene concern as bacteria become more resistant to current disinfectants.
- ❑ OBJ surface hygiene technology has nearly doubled the kill rate of Golden Staph bacteria on stainless steel compared to traditional cleaning methods.
- ❑ By increasing the penetration of common disinfectants into the surfaces that dominate our hospitals & homes, OBJ can potentially deliver significantly increased hygiene outcomes without the need for harsher or more toxic chemistry.
- ❑ OBJ has appointed a project manager to the program who will work with Professor Tom Riley at the Department of Microbiology & Immunology, University of Western Australia to undertake a program of further testing during 2016.
- ❑ Surface hygiene presents minimal regulatory barriers & potentially speedy access to market.



11.1

Catalysts for OBJ growth

- ❑ License (pending) by P&G for the Eye Wand across multiple brands & markets globally.
- ❑ License (pending) for Wave II product by SK-II for global launch.
- ❑ Expected extension of the PDA for P&G for a further five years to be executed in April.
- ❑ SK-II now planning multiple product launches out to 2021 based upon OBJ's technologies.
- ❑ 12 work plans (executed/progressing) at P&G including the significant shaving application.
- ❑ Programmable device being consumer evaluated by Coty Inc. before expected licensing.
- ❑ Bodyguard clinical trial & consumer research both very positive. P&G now has an exclusive first right to evaluate the results. Other potential partners will then consider if P&G don't proceed.



11.2

Catalysts for OBJ growth

- New advanced packaging products under evaluation with two of the world's largest anti-inflammatory product companies.
- Development & partnering of new Beauty Connect & DCE technologies well advanced.
- Surface hygiene first test results show OBJ's micro array technology almost twice as effective on disinfectants. Program to be fast-tracked during 2016.
- New performance evaluations underway with L'Oreal & Galderma (Nestle).
- Revenues are forecast to be received from multiple P&G product licenses. Other potential licensees include Coty Inc, packaging product line manufacturers & Bodyguard distribution.



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