

8 August 2016

Master Licensing Agreement signed with P&G

OBJ Limited (ASX: OBJ) is pleased to report that the Master Licensing Agreement (MLA) with Procter & Gamble (P&G) has now been signed.

The MLA is an umbrella agreement that defines all of the detailed licensing terms and conditions that will be applied to all products licensed by P&G, including OBJ's micro-array technology. Each new product containing the OBJ micro-array technology that P&G licenses will form a Schedule to the MLA.

The first products that are being licensed to P&G were announced in May 2016 and are for two brands. The product development and licensing program is covered under the Product Development Agreement (PDA) signed in May this year, and the new MLA will now apply to all products that have moved through this development program to commercialisation.

Under the PDA, P&G retains a worldwide exclusive right to commercialise OBJ's non-powered magnetic micro-array technology within specifically defined product categories. The agreement acts as the cornerstone to the relationship between OBJ and the world's largest fast-moving consumer goods company, designed to streamline the way in which P&G brand managers can explore the benefits of OBJ's technologies.

Multiple Work Plans covering various product development programs with numerous P&G brands have been executed under the PDA, with additional items under negotiation. The PDA, together with the MLA, now forms the complete pathway for the ongoing development and licensing of various P&G products.

The relationship with P&G is building strongly, with the respective teams having a full and cooperative dialogue in the development and licensing of various products.

Said Mr Jeffrey Edwards, Managing Director of OBJ Ltd: "The Master License Agreement defines all of the detailed terms for the distribution and sale of products containing OBJ's technologies and will greatly facilitate multiple product distribution. We see this as a defining moment in both the development of OBJ and our strong collaborative relationship with P&G".

About OBJ

OBJ develops proprietary magnetic micro-array 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.

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About OBJ'S technologies

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level. Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ develops low cost micro-array film technology that utilise diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

About P&G

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

Forward-looking statements

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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