



**OBJ** LIMITED

May 2016

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



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# 01

## Corporate Information

### KEY STATISTICS (27.05.2016)

ASX code	OBJ
Current share price	\$0.082
52 week high	\$0.10
52 week low	\$0.047
Shares on issue	~1,770m
Market capitalisation	~\$143m
Revenue (FY 2015)	\$1.4m
Cash (March 2016)	~\$8.3m
Performance rights	(various hurdles) 82m
Options (Ex \$0.065)	7.5m
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





# 02

## Company Overview

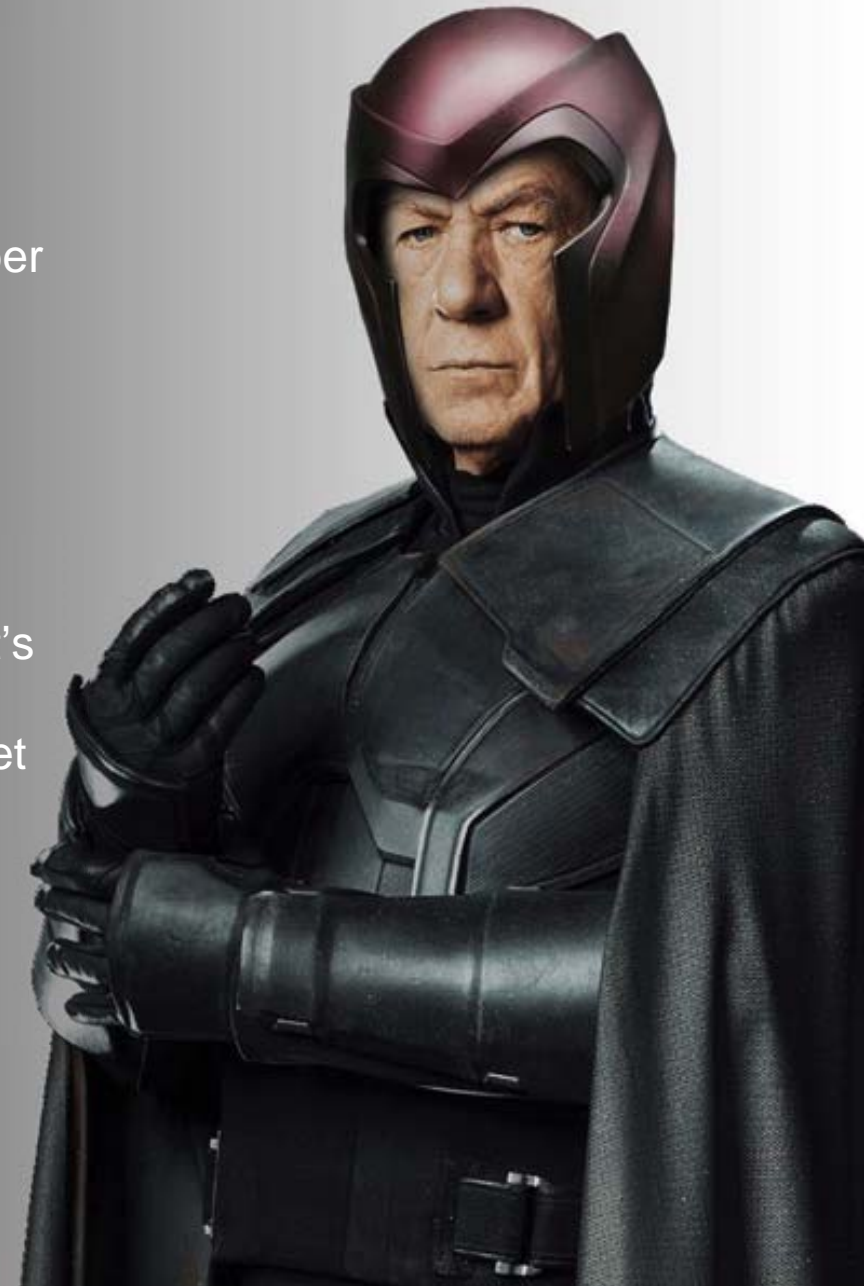


- ❑ Life sciences company focused on product performance enhancement through physical rather than chemical means.
- ❑ Multi product agreement with Procter & Gamble, world's largest FMCG company (\$US76bn/annum).
  - New 5 year PDA executed.
  - Shaving program tests provided excellent results – discussions proceeding for next steps.
  - Two P&G brands now developing new products based on OBJ technology.
  - Five year commitment for new product developments out to 2021.
- ❑ Coty Inc approaching completion of claims support trial 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 & Surface Hygiene provide long term pipelines 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 for OBJ's partners, 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 of diamagnetic repulsion

Driving performance through physical rather than chemical science.



Diamagnetic Repulsion Demonstration



## 05 – Partnering

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

- ❑ New Product Development Agreement executed covering all P&G product developments out to 2021. Eleven Work Plans now executed.
- ❑ The Eye Wand initially launched by SK-II in late 2014 across five countries resulted in excellent consumer reaction. This has now led to the Eye Wand being licensed for SK-II & a second P&G brand.
- ❑ Wave II license committed 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 exceeds performance hurdles – discussions underway for next steps building on these results.
- ❑ OBJ expecting growing revenues from multiple P&G licenses. License fees recovered from both the cream & applicator.



# 06 – Partnering

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 claims support testing is completed.





## 07.1 – Internal Product Developments

### 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

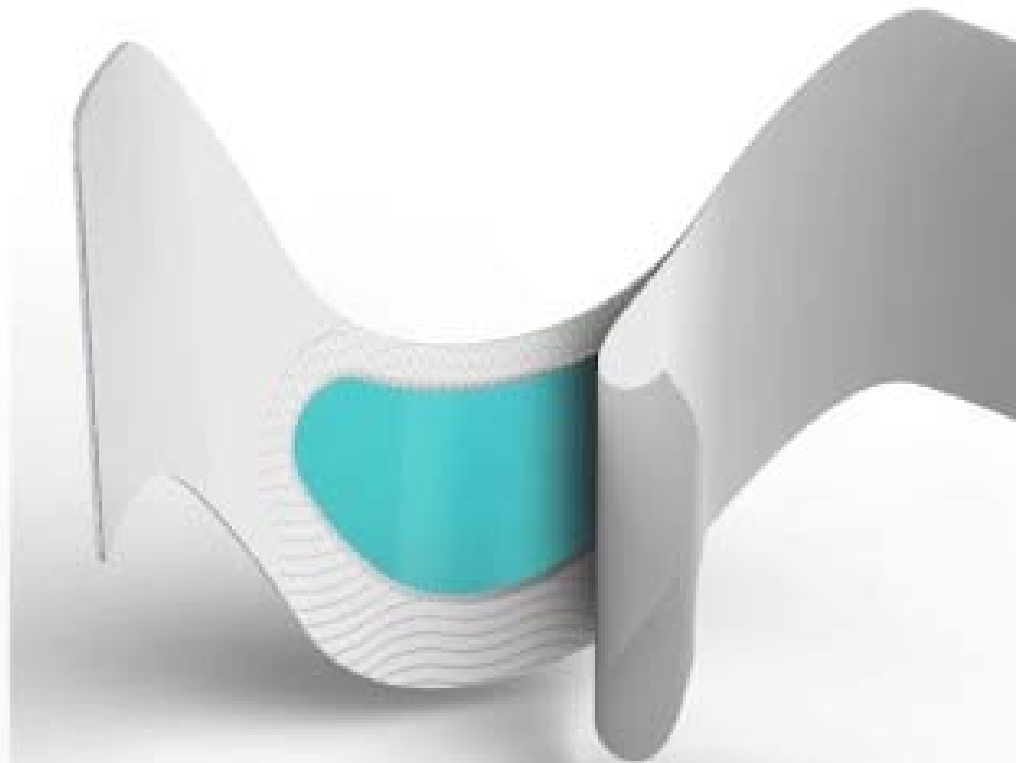
### Bodyguard wearable product range

- ❑ **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 local nutritional patches**, for optimum exercise conversion & recovery
- ❑ **VMS patch products**, that deliver Vitamins, minerals and supplements directly to the site of injury and by pass first pass metabolism



## 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.
- ❑ Discussions well advanced with Reckitt Benckiser, Pfizer, P&G & Beiersdorf for distribution of the Bodyguard range.
- ❑ Product design now maturing for Kneeguard, other joint treatments commencing.

## 07.5 – Internal Product Developments

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).

## 07.6 — Internal Product Developments

### Advanced packaging solutions

- ❑ 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 P&G & other partners.
- ❑ Prototype applicator tube heads containing OBJ's micro array technology now being evaluated by leading anti-inflammatory product companies.





## 07.7— Internal Product Developments

### Surface Hygiene Program

- ❑ Surface disinfection is a global hygiene concern as bacteria become resistant to current disinfectants.
- ❑ OBJ surface hygiene technology has nearly doubled the kill rate of Golden Staph bacteria in University studies.
- ❑ By increasing the penetration of common disinfectants into the surfaces that dominate hospitals & homes, OBJ can potentially deliver significantly increased hygiene outcomes without the need for harsher or more toxic chemistry.
- ❑ A comprehensive testing program at UWA has confirmed increased kill rates using OBJ micro arrays. Prototypes underway ahead of clinical trials.
- ❑ P&G, Pfizer, J&J & Clorox all evaluating development with Steve Meller.
- ❑ Surface hygiene presents minimal regulatory barriers & potentially speedy access to market.



## 07.8— Internal Product Developments

### Pre-surgical Patches

- ❑ OBJ's surface disinfection technology can be applied to the field of pre-surgical skin hygiene & the growing hospital acquired infection industry.
- ❑ OBJ surface hygiene technology has been proven to enhance the penetration of follicles & other structures that can harbor bacteria & infectious agents that traditional swabbing cannot reach.
- ❑ An adhesive patch utilising existing safe antiseptics driven into these previously inaccessible locations by OBJ micro-array technology has the potential to change the way pre-surgical disinfection is managed.
- ❑ Initial proof of technical principal studies have now been completed & initial discussions with major international hygiene companies by Dr Steve Meller have been highly encouraging.
- ❑ The hospital acquired infection industry is currently valued at US\$90bn.

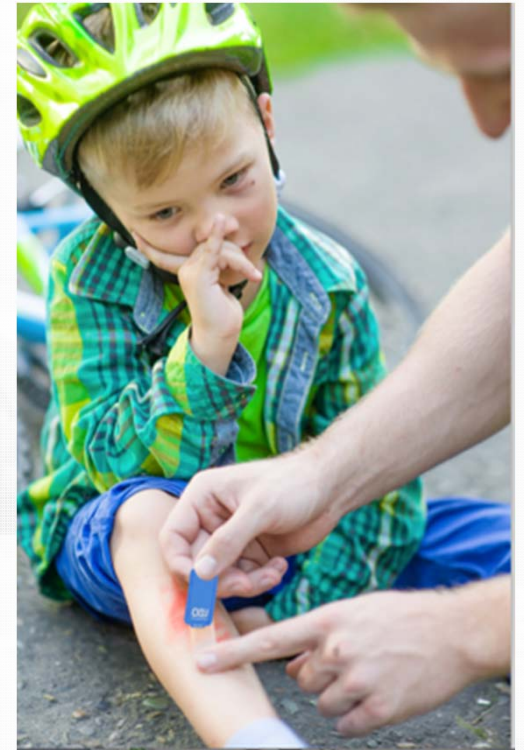




## 08.1

### Catalysts for OBJ growth

- ❑ License Term Sheet executed by P&G for the Eye Wand across multiple brands & markets.
- ❑ License commitment for Wave II product by SK-II.
- ❑ New PDA for P&G for a further five years executed.
- ❑ P&G now planning multiple product launches out to 2021 based upon OBJ's technologies.
- ❑ 11 work plans executed with an additional three under development.
- ❑ New Work Plan in negotiation for the third skincare applicator product.
- ❑ Programmable device being consumer evaluated by Coty Inc. before expected licensing commitment.





## 08.2

### Catalysts for OBJ growth

- ❑ Bodyguard clinical trial & consumer research both very positive. Presentations & discussions held with several major international partners who all have expressed strong interest in Bodyguard.
- ❑ New advanced packaging products under evaluation with several FMCG 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.
- ❑ Revenues are forecast to be received from multiple P&G product licenses.
- ❑ Other potential licensees include Coty Inc, packaging product lines & Bodyguard distribution.



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