

22 February 2019

Licensing Term Sheet signed for fourth generation Olay Magnetic Infuser as P&G expands rollout

OBJ Limited (ASX: OBJ) has executed a new Licensing Term Sheet with Procter & Gamble (P&G) for the fourth generation of the Olay Magnetic Infuser.

The new Magnetic Infuser, which incorporates OBJ's newest multi-active technology, will continue the expansion of Olay's highly successful Magnemask product initiative after it was launched across Asia, the USA and Australia during 2017 and 2018. The new Infuser is expected to move quickly into production with the exact launch date to be confirmed.

Olay's Magnemask provides highly targeted and individual skincare treatments when used in conjunction with Olay's Sheet Mask and Jar Mask formulations.

Jeffrey Edwards, OBJ's Founder and Managing Director, said "The Olay Magnemask is a product that continues to grow in volume and sophistication and is an example of what can be achieved through our close working relationship with P&G."

Since the launch of the first OBJ licensed product in October 2014, by P&G's prestige skincare brand SK-II, P&G and OBJ have worked closely together in the field of device amplified chemistry.

ABOUT OBJ

OBJ develops proprietary magnetic microarray drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors. OBJ partners with other 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 its partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

ABOUT OBJ'S TECHNOLOGIES

OBJ has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low cost microarray film technology that utilises diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare and consumer products.

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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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