

19 September 2019

## Establishment of Subsidiaries for OBJ's Device Business

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**OBJ Limited (ASX: OBJ)** is pleased to announce the establishment of subsidiaries focused on commercialising a range of products and solutions developed by the Company.

The new subsidiaries will enable OBJ to pursue new opportunities in the beauty technology and consumer device sector under its own brand, thereby retaining full control over the commercialisation of its technology and capturing a higher proportion of sales revenue.

In June, Mr Paul Peros was appointed Chief Executive Officer (CEO) of the new device business. Since his appointment, he has led the establishment and development of this 'Wellfully' branded business.

Wellfully SA, a beauty and technology/consumer products holding company for the device business, has been established in Switzerland – a global centre of excellence for skin science, and where Mr Peros is based. Wellfully SA has been established specifically to drive OBJ's cutting-edge device technology to commercialisation, initially targeting the beauty sector.

Within Wellfully SA are three subsidiaries:

- Wellfully d.o.o. – a sales and marketing support, back-office and service company which has been established in Croatia;
- Peros Ltd – a China holding, Asia trading company which has been established in Hong Kong (this name will be changed to Wellfully Ltd in due course); and
- Peros (Dongguan) Technology & Trading Co, Ltd – an operations and trading base which has been established in China (this name will be changed to Wellfully in due course).

OBJ also expects to establish UK and US trading companies within the Wellfully SA business at the appropriate time.

Jeffrey Edwards, OBJ's Founder and Managing Director, currently in Dongguan managing the technology transfer for the Company's first consumer product, said: "Paul has hit the ground running, preparing these subsidiaries on behalf of OBJ, and we look forward to working closely with him to bring new products to market and explore significant opportunities in the beauty technology space."

## ABOUT OBJ

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OBJ develops proprietary magnetic microarray 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

### Directors

Mr Antonio Varano  
Mr Steven Schapera  
Mr Jeffrey Edwards  
Mr Cameron Reynolds  
Dr Chris Quirk

### Company Secretary

Mr John Palermo

### Registered

#### Office:

284 Oxford Street  
Leederville  
Western Australia 6007  
Tel: +61 8 9443 3011  
www.obj.com.au  
ABN: 72 056 482 636

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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.

## ABOUT OBJ'S TECHNOLOGIES

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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.

## FORWARD-LOOKING STATEMENTS

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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.

### For more information:

Matthew Wright

[matt@nwrcommunications.com.au](mailto:matt@nwrcommunications.com.au)

Phone: +61 451 896 420

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