

Bluechiip Ltd (ASX:BCT)

Annual General Meeting, Nov 2016

Andrew McLellan

Managing Director



Unique patented MEMS technology combining secure wireless tracking with integrated temperature sensing for extreme environments



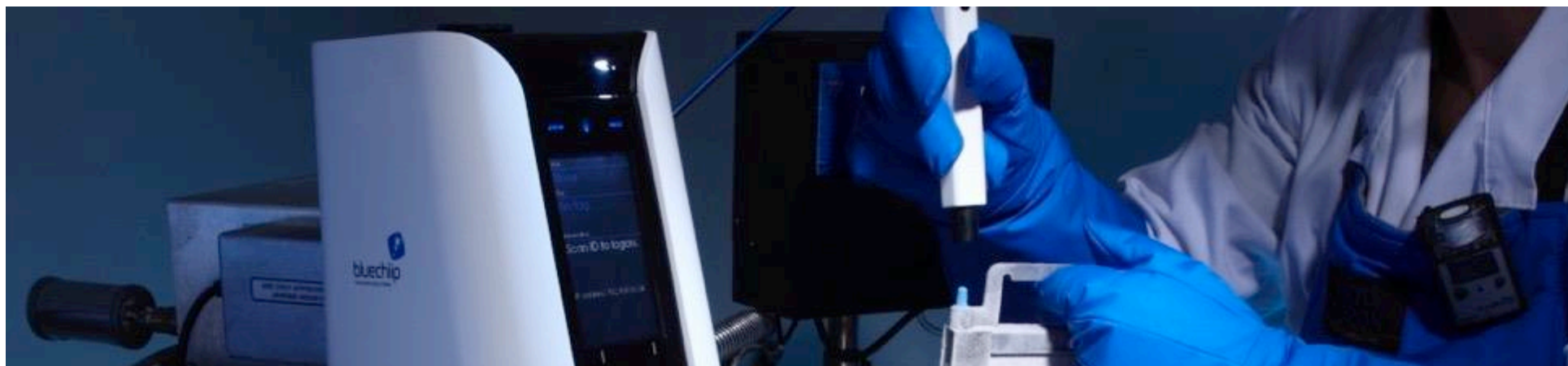
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Bluechiip Highlights



UNIQUE AND FULLY PATENTED TECHNOLOGY

combining secure wireless tracking with integrated temperature sensing for extreme environments.

\$2b+

bio-preservation /
bio-storage target
market.



24 patents granted

Bluechiip “owns” this space.



PIPELINE OF MORE
THAN 30 PARTNERS

with initial revenue from developer
kits and validation customers (9 kit
sales in 2016).



**HIGH SALES
GROWTH**

expected in short to medium term
on IVF product release FY2017.

Repeat revenue

from license fees,
service and product
sales (2nd half
FY2016 \$150k).

Supply agreements executed with fertility
treatment specialists Genea Biomedx in the high-value
IVF market, with global distribution through a major
global pharmaceutical company, 2nd agreement
executed with Planet Innovation, Australian most
innovative company.



GOVERNMENT CO-FUNDED PROJECTS

with University of Melbourne and Swinburne
University to make Bluechiip’s technology adaptable
and suitable for various formats with significant value
enhancement.



**Trial and developer
agreements**

in protein crystallography, cell
therapies, general biobanking
and auto identification and data
capture markets.

Large adjacent market opportunities

(e.g. cold chain logistics,
food,
security and
anti-
counterfeiting).





Bluechip

Sample tracking for extreme environments using MEMS sensors

The Company

- Founded in 2003
- Listed on Australian Securities Exchange (ASX) in 2011
- Head office in Melbourne, Australia
- Global Distribution Network
- Key manufacturing partners in Europe, UK and Malaysia.
- OEM Partnering agreement in Assisted Reproductive Technologies (ART) and IVF
- OEM Partnering agreement with Planet Innovation (BRW's Most Innovative Company '14,'15,'16)
- Strong IP portfolio – 24 granted patents, 7 pending in 10 patent families





Bluechiip

Sample tracking for extreme environments using MEMS sensors

Our Product : Chip + Reader + Software

- Unique technology, superior to labels, barcodes and RFID
- Operates reliably down to -196°C
- Instant sample temperature sensing
- Gamma resistant
- Reduces human error
- Increases productivity
- Extremely difficult to copy
- Applications in niche markets, e.g. cryogenic storage and biobanking



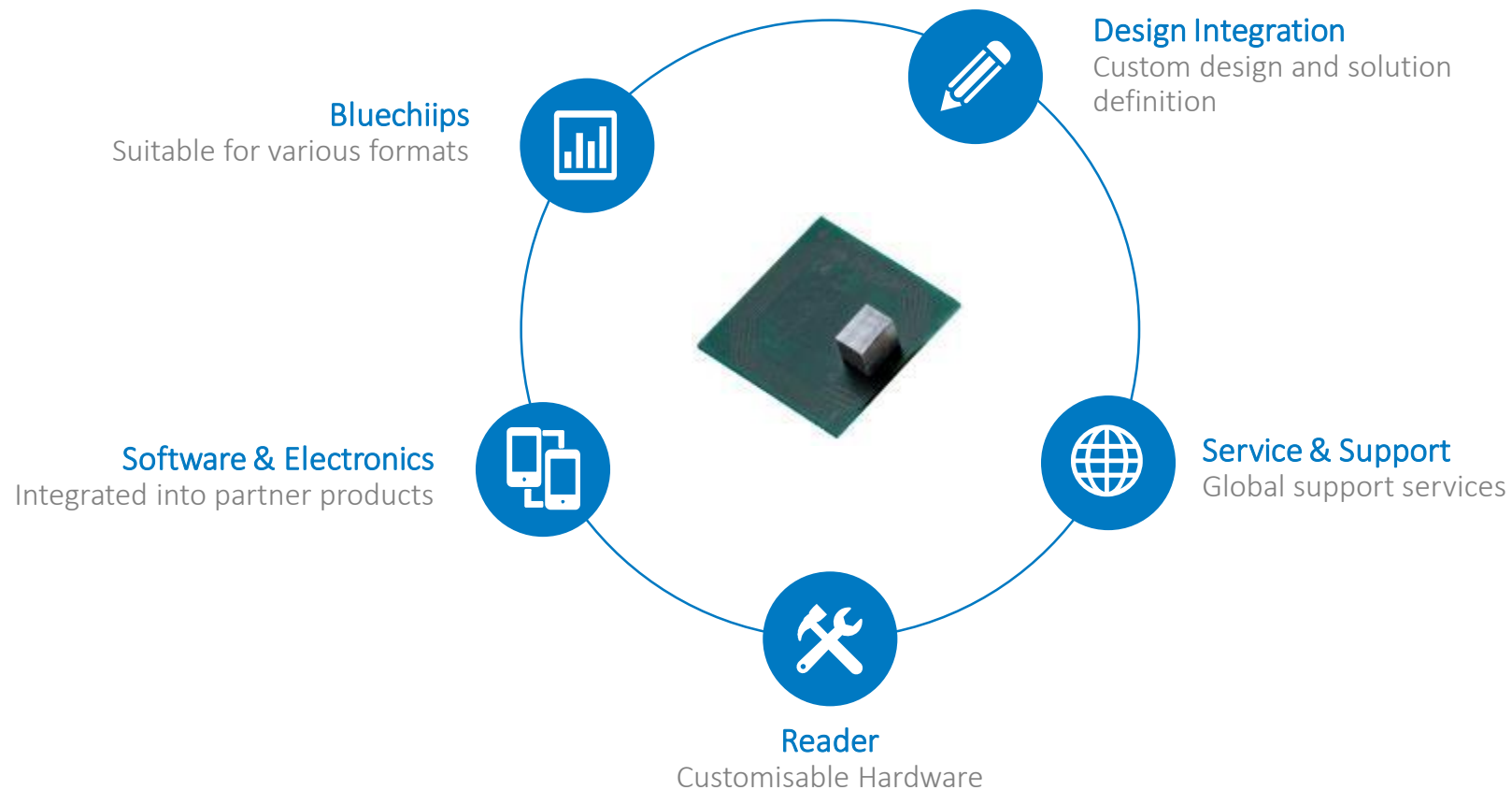


Strategic Progress and Sales Pipeline





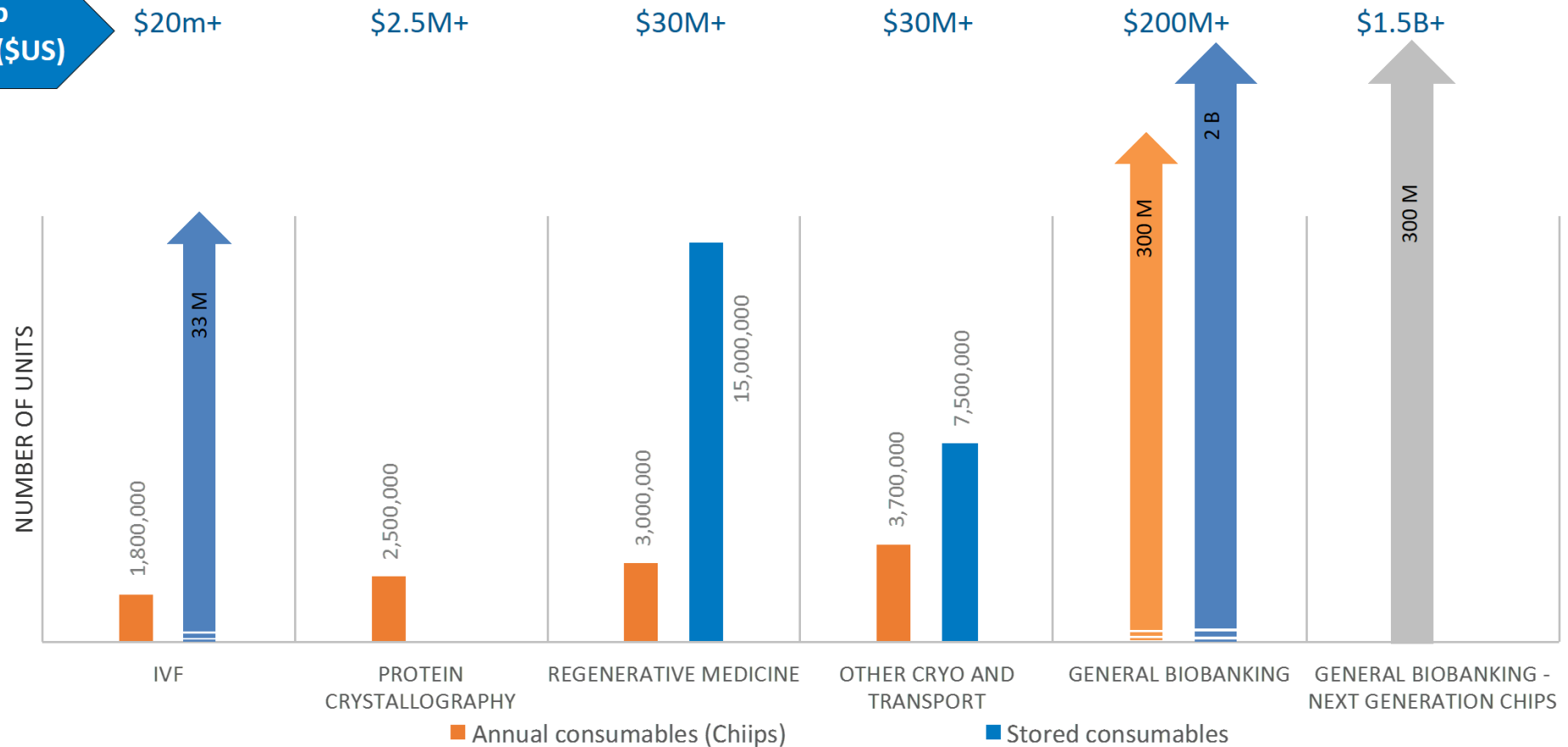
Embedded solutions for OEM partners





High Value Target Markets

Bluechip
opportunity (\$US)



OEM PIPELINE CLIENTS	Agreement Dec 2015 Revenue Mar 2016 Displayed July '16 Target Launch FY '17	Executed agreement Evaluation in progress Validation Customers	Executed agreement Evaluation in progress Validation customers	Evaluation agreements & developer kits in progress	Developer kits sold with multiple vendors & validation customers	R&D Development. High value over temperature sensors
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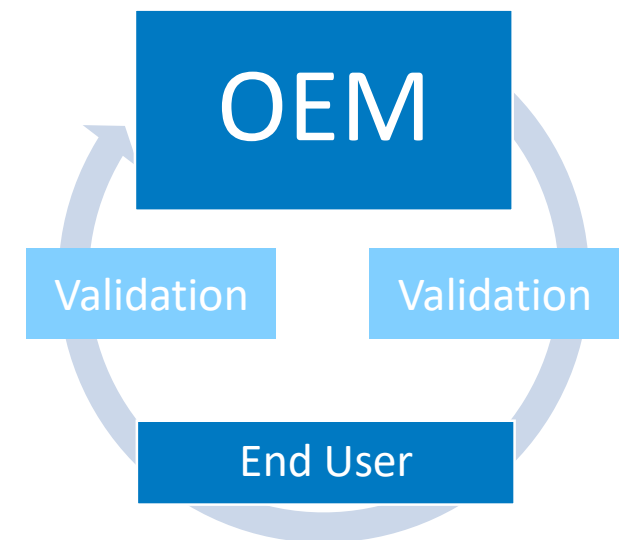


2016 Pipeline and Results

Dramatic increase



- Partner pipeline grown to over 30 opportunities
- Genea Biomedx – OEM Supply Agreement Executed
- Planet Innovation - OEM Supply Agreement and Investment
- 9 Developer & Starter Kit Sales Accelerating
 - Mar: Autism CRC – End user. Ongoing consumables
 - Jun: US Cryogenics consumables manufacturer
 - Australian researcher organisation
 - Aug: Centre for Disease Control China (CDC China)
 - Sep: US Auto ID and Data Capture Company
 - Nov: Kit sale to CDC China
 - 2 Kit sales to SIAD in EU –biobank solution provider
 - Kit sale to Denmark University – OEM validator





Genea Biomedx License & Supply Agreement

- Dec 2015 Genea Biomedx – OEM **Supply Agreement** Executed
 - Incorporate Bluechiips technology to Genea's range of Assisted Reproductive Technologies instruments
- Feb 2016 Successfully Completed concept due diligence
- July 2016 **Demonstration in Market** at (ESHRE) trade show Europe
- FY'17 Pilot & Launch Commercial Product



Bluechiip IVF Transport Cooler

Active ID and Temperature Recording in Liquid Nitrogen -196° C

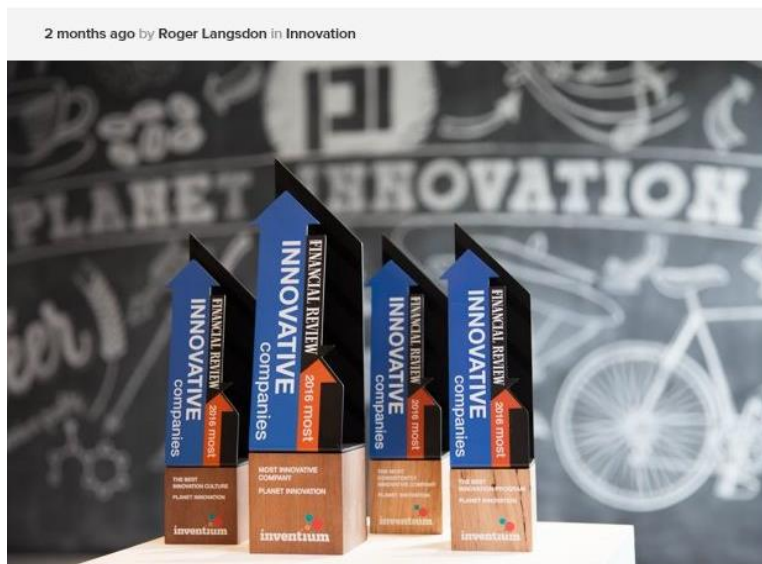


<https://www.youtube.com/watch?v=8BbZZgXnKjY>

Planet Innovation OEM Partnership

- **OEM Supply and Master Services Agreement** Executed in September '16
- Planet Innovation direct investment with a significant shareholding
- Actively pursuing partnerships to incorporate Bluechiip technology into Planet Innovation's Partners Products

PI wins Australia's Most Innovative Company Award for the third time



Genea's IVF deal with Merck secures manufacturing contract for PI



Pharmaceutical giant Merck Serono has signed an exclusive deal securing them global marketing and commercialization rights to Genea Biomedx's range of IVF products including Gavi and Geri, which were designed by Genea with their development partner, Planet Innovation.



Market feedback. Independent Survey

Sample Storage Quality & Identification Tracking Trends 2016

- Largest markets **US (47%)** and **Europe (27%)**
- **Freeze/Thaw cycles** regarded as the main obstacle to sample quality
- Stored samples exposed to at least **1 significant temperature change per day**
- **Overtemperature** regarded as the most valuable feature of all
- Estimated cost to replace a poor quality sample is USD 51-100
- For MEMS ID fitted **2ml vials** market potential is around USD **\$40M a year**

Source: Independent market research report, Nov 2016, HTStec



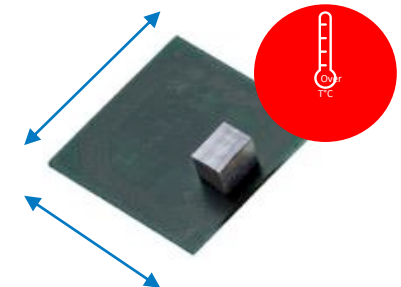
Product Pipeline

Readers



Bluechiips

- Government co-funded projects with Melbourne and Swinburne Universities to adapt to multiple formats
- Overtemperature chip, 2nd stage funding awarded & Patent Application submitted



Bluechiip Blue Tray

Active ID and Temperature Recording in Transit

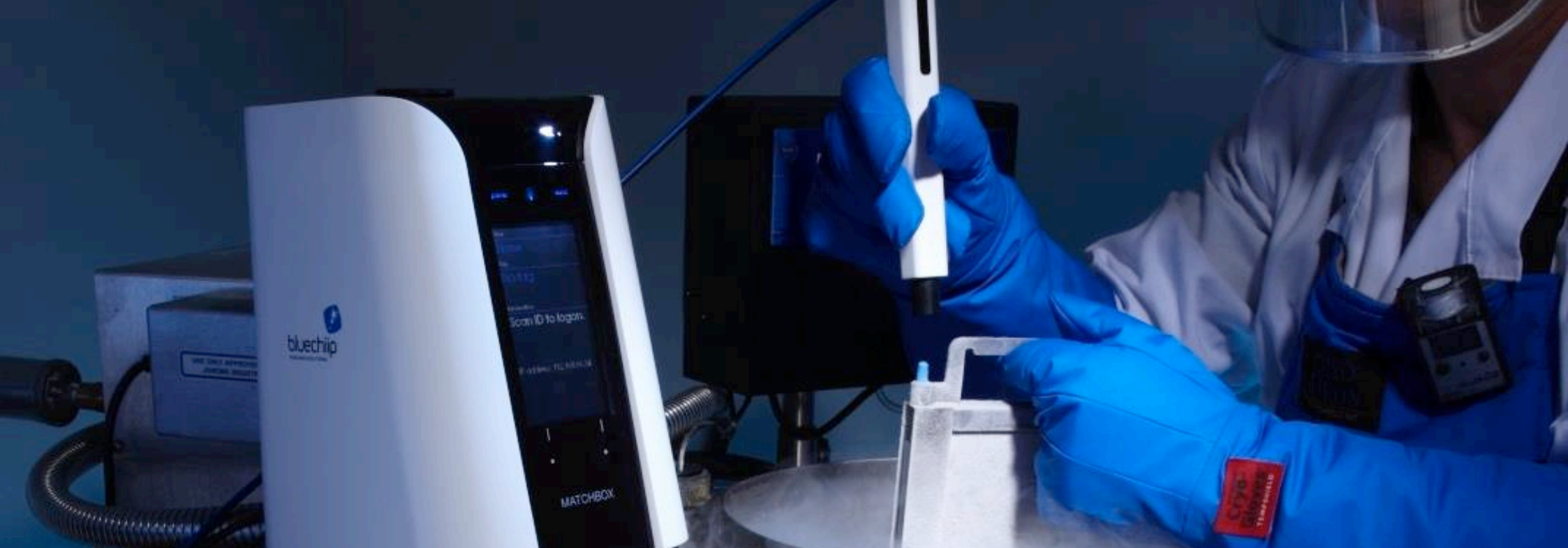


<https://www.youtube.com/watch?v=8H350vEC9GQ>



Summary

1. Well protected and expanding differentiated IP portfolio
2. Large growing target market with very large adjacent market opportunities
3. Dramatically increasing partner pipeline with well advanced product development
4. Partner opportunity conversion with 2 executed licence and supply agreements
5. Initial repeat revenues with licence, service and product sales expected to grow in FY'17 on partner's product launch



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