

Bluechiip Ltd

April 2017



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



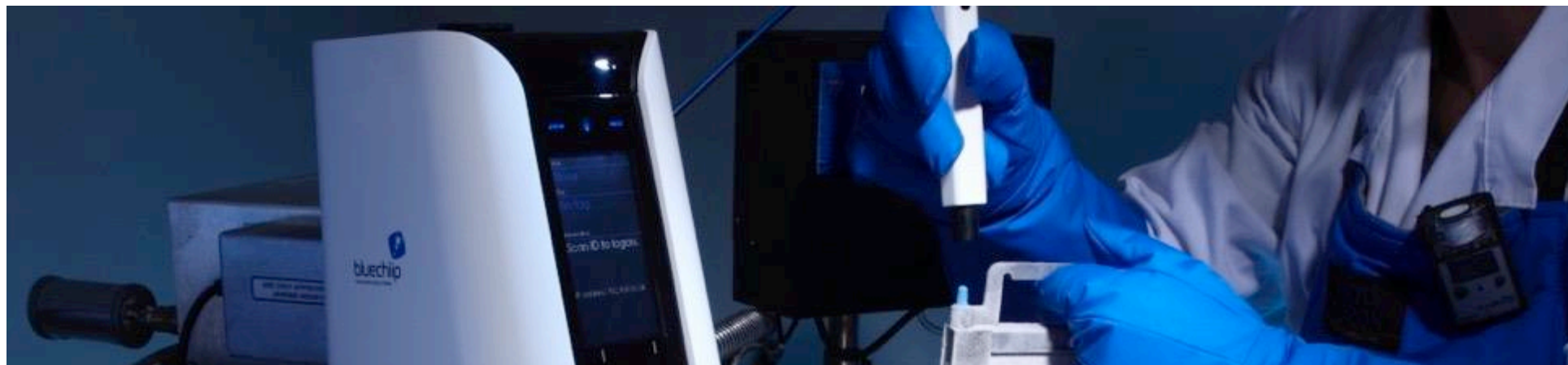
Disclaimer

Material used in this presentation is a summary of available information, and while given in good faith, is professional opinion only. Any investor in Bluechiip Limited (BCT) should refer to all BCT ASX releases and statutory reports before considering investment in the company.

Certain information may have been derived from third parties and though BCT has no reason to believe that it is not accurate, reliable or complete, it has not been independently audited or verified by BCT.

Any forward-looking statements in this presentation involve subjective judgment and analysis and are subject to uncertainties, risks and contingencies, many of which are outside control of, and maybe unknown to, BCT. Neither BCT, nor its officers, employees and advisors make or give any representation, warranty or guarantee in relation to this presentation.

BCT reserves right to update, amend or supplement information in this presentation at any time in its absolute discretion without incurring any obligation to do so.





Bluechiip Highlights

- Highly differentiated, expanding, protected core technology
- Chasing immediate, addressable market of US\$250 million + from 3 recently executed licence and supply agreements
 - Genea Biomedx – IVF Market (US\$20M) with upcoming product launch through Merck
 - Planet Innovation – Cryopreservation, transport and life sciences (US\$30M) market opportunities
 - Labcon North America – Biopreservation market (US\$200M) with initial 2ml vial market (\$40M)
- Growing target bio-preservation market (>US\$2B) & very large adjacent markets
- Dramatically increasing partner pipeline with well advanced product development
- Growing initial repeat licence, service and product revenues
- Expected significant revenue growth in FY'18 on partner's product launch

Bluechiip

Unique Patented Sample tracking for extreme environments using MEMS sensors





























Our Product : Chip + Reader + Software

- Unique Micro-Electro Mechanical Systems (MEMS) micro device, superior to labels, barcodes and RFID
- 24 Granted patents across seven families
- Individual ID extremely difficult to copy
- -196°C & 100°C Operation
- Instant sample temperature sensing
- 0.3 second read time, even through frost
- Sterilisation resistant including Gamma radiation
- Can be moulded into any plastic
- Reduces human error
- Increases productivity





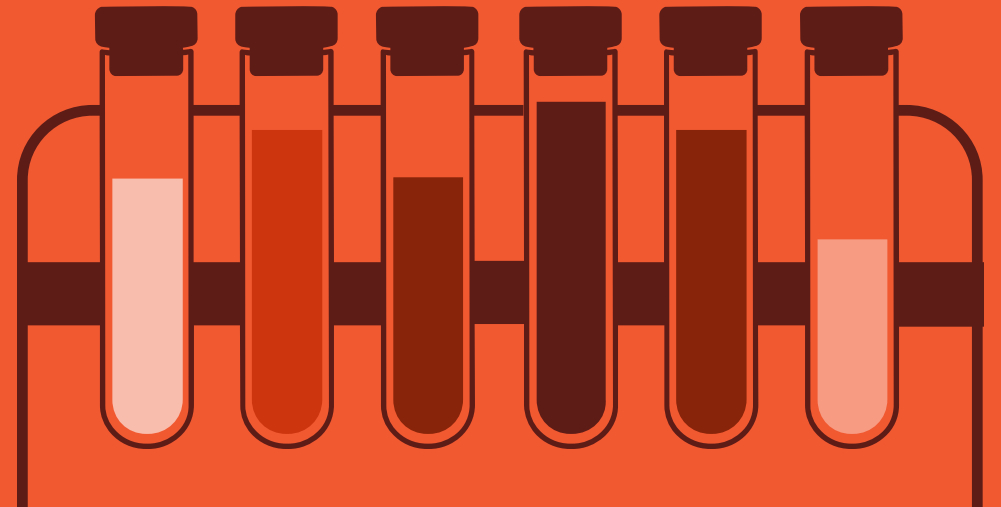
Alternative technologies

	HUMAN READABLE	BARCODES	RFID	BLUECHIP
 Gamma Resistant				
 Cryo safe Survives extreme temps				
 Non visual ID Reads through frost				
 On-board sensor Temperature sensing				
 Reduced human error				
 Productivity improvements				



Primary Applications

- Sample tracking and identification
- Biopreservation
- Life sciences
- Research
- Pharmaceuticals
- Personalised Therapies





Biosample tracking technology is not keeping up with the increasing value of biosamples



Tissue

Blood

IVF Sperm/Eggs

Biologics

StemCell



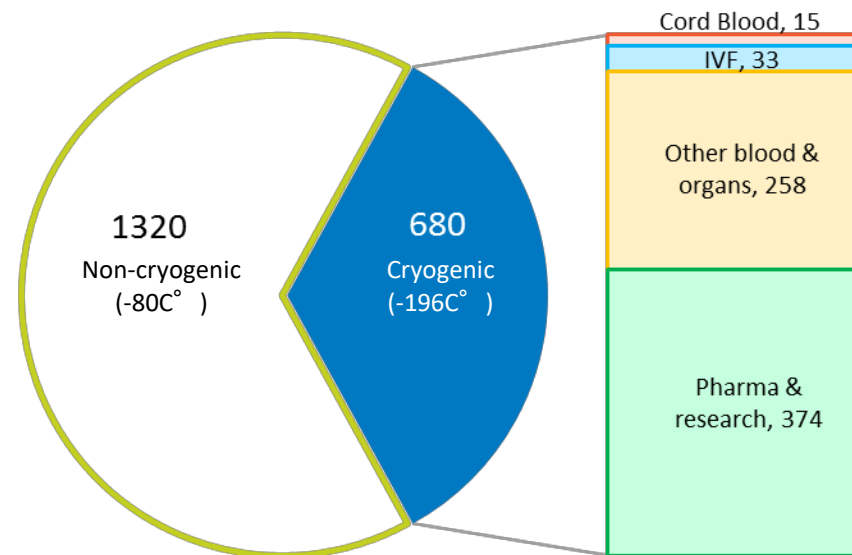


Primary Market Opportunity

Global Bio-preservation Market Greater than \$2B in 2015

Samples in Storage

Biobanking samples (millions)



Total bio-preservation: 2B samples in storage
300M new samples per year

Sources: Visual Fuse and MarketsandMarkets 2014



Strategic Progress





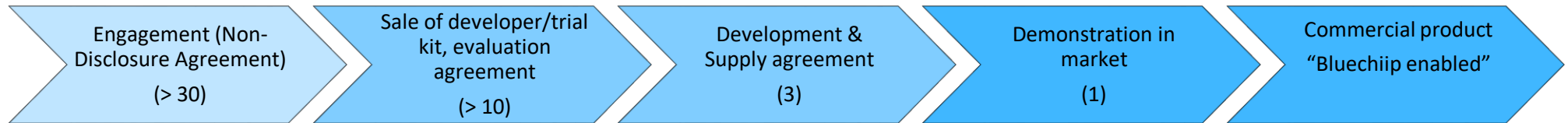
Successfully Positioned as OEM Vendor

Licence, R&D Service and Chip/Reader/Software Revenue Model

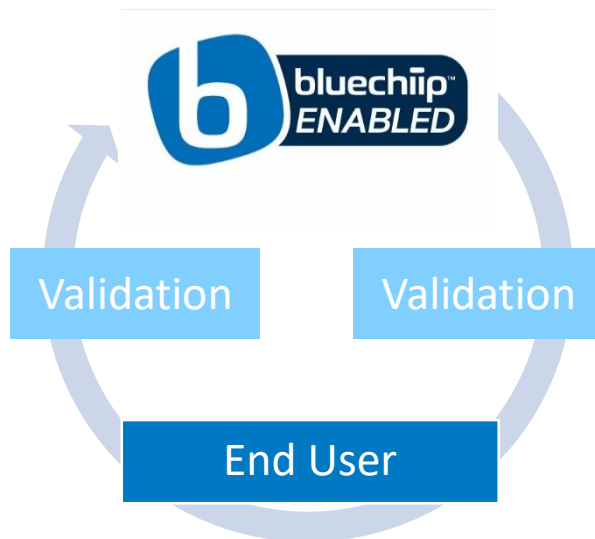




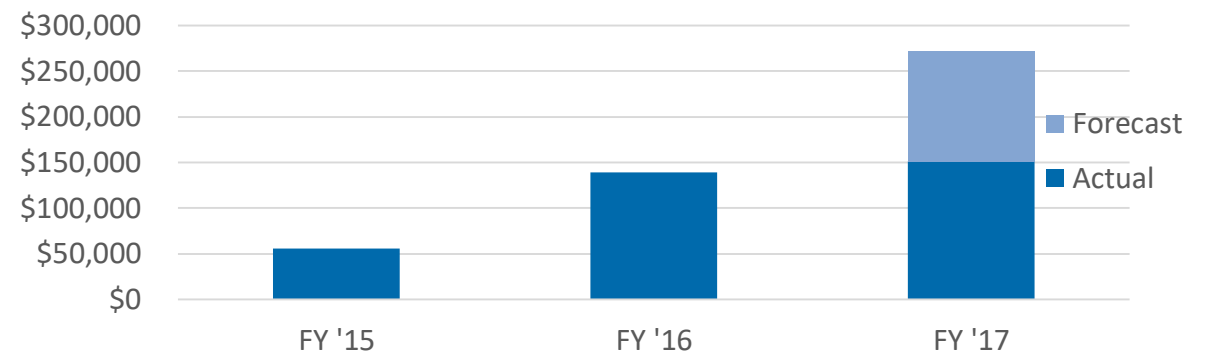
Pipeline Conversion



- Over 30 partner pipeline opportunities up from 2 in 2015
 - 2016: 10 Developer & Starter Kits sold with sales accelerating
 - Genea Biomedx – Supply & Development Agreement
 - Planet Innovation - Supply Agreement and Investment
 - Labcon North America – Supply and Licence Agreement



Cash Receipts





High Value Target Markets

Timing	Target Market	OEM Partner Progress	Market Size by Samples	Addressable Market
Dec '15	Assisted Reproductive Technology (IVF)	Genea Biomedx supply agreement	1.8m IVF Cycles/yr, 33m samples in storage	US\$20m+
Oct '16	Cryogenic cold chain logistics	Planet Innovation agreement Additional multiple pipeline opportunities	3.5-7.5m samples/yr >250m in storage	US\$30m+
Apr '17	General Bio-preservation	Labcon North America Additional multiple pipeline opportunities	300m+ samples/yr >2B in storage	US\$200m+
'17-'18	Regenerative Medicine, Pharmaceuticals	Trial agreements & Validation customers	3m samples/yr 15m+ in storage	US\$30-50m+
Future Core Technology and Adjacent Market Opportunities				
	High value over temperature sensors	2 nd stage R&D Development with Patent Application submitted	300m+	\$1.5B+



Genea Biomedx License & Supply Agreement

- Bluechiip enabled IVF sample & temperature tracking cassettes
- Initial Licence & development service revenue received
- Merck Biopharma, Genea Biomedx distribution partner targeted launch 2017
- Immediate application onto existing installed Vitrification and Incubation systems



Source: <http://biopharma.merckgroup.com/en/products/fertility/infertility/geri/geri.html>



Bluechip IVF Transport Cooler Active ID and Temperature Recording in Liquid Nitrogen -196° C



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



Planet Innovation OEM Partnership

- Sept '16 OEM **Supply and Master Services Agreement** Executed
- Sept '16 Planet Innovation direct investment in Bluechiip
- Actively pursuing partnerships to incorporate Bluechiip technology into Planet Innovation's Partner Products

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

2 months ago by Roger Langsdon in Innovation



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

1 year ago by Roger Langsdon in Manufacturing



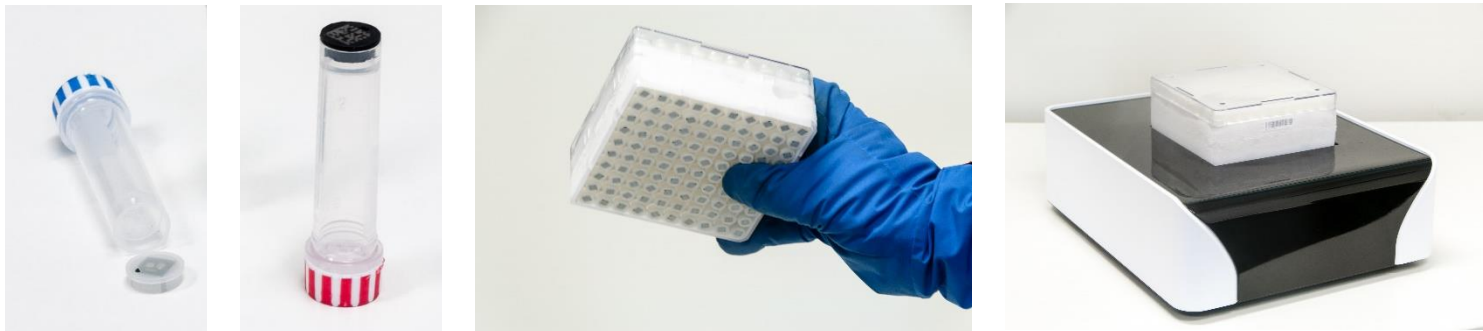
Pharmaceutical giant Merck Serono has signed an exclusive deal securing them global marketing and commercialization rights to Genea Biomedx's range of IVF products including Gavi and Geri, which were designed by Genea with their development partner, Planet Innovation.



Labcon North America Ltd

San Francisco based life science consumable supplier producing over 1.4 billion consumables in 2016

- Sep '16 Developer kit sale
- Apr '17 Supply and Development agreement executed
- Apr '17 Supply of initial trial products
- End customer trials identified for immediate application



***Bluechiip fitted 2ml vials market potential US\$40M a year**

(2ml vials account for only a portion of the total \$200m+ vial storage market)

*Source: Independent market research report, Nov 2016, HTStec



Product Pipeline

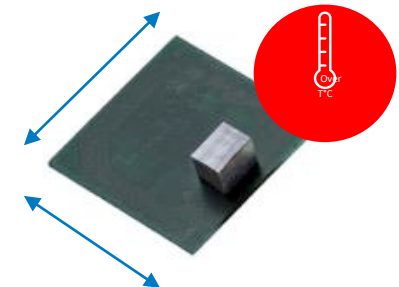
Readers



Bluechiips

- Government co-funded projects with Melbourne and Swinburne Universities to adapt to multiple formats
- Overtemperature chip,

Stage 2 funding awarded & Patent Application submitted





Bluechiip Blue Tray Active ID and Temperature Recording in Transit

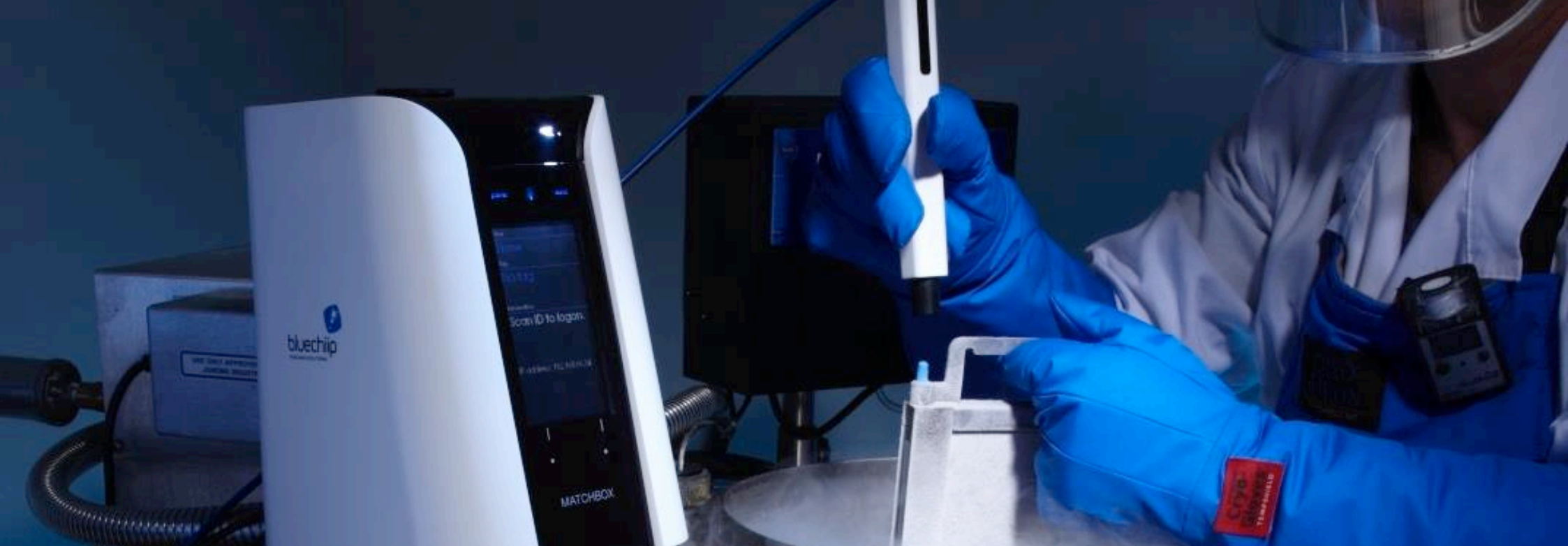


<https://www.youtube.com/watch?v=8H350vEC9GQ>



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 3 executed licence and supply agreements
5. Initial repeat revenues with licence, service and product sales expected to grow significantly in calendar 2017 on partner's product launch



Contact

Andrew McLellan, Managing Director & CEO

Tel: +61 (0)3 9763 9763

Mob: +61 (0)457 823 470

Email: andrew.mclellan@bluechiip.com

www.bluechiip.com