

Investor Presentation - October 2019

Productivity, Sample quality and Integrity



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Bluechip Overview



<https://www.bluechip.com/investor/company-overview/>

Highlights

- World first, highly differentiated technology, with protected IP
- >\$200M growing target market, very large adjacent markets
- Dramatically increasing partner pipeline, 34 developer kits sold
- Rapidly scaling production to over 5 million chips per year
- Partner opportunity conversion, three executed licence and supply agreements and Bluechiip Enabled products in manufacture
- Growing partner supply, over 450k chips delivered
- Initial repeat revenues with FY19 sales \$1.02M, 82% growth Y.O.Y
- Orders in hand with a three-year supply agreement over \$US11.6 million (\$A15.9 million) with Labcon



Improved
productivity



Increased
Sample Quality



Reduced Human
Error

Corporate overview



- Founded in 2003
- Listed on Australian Securities Exchange (ASX) in 2011
- Head office in Melbourne, Australia

Top Shareholders (as at 30 September 2019)

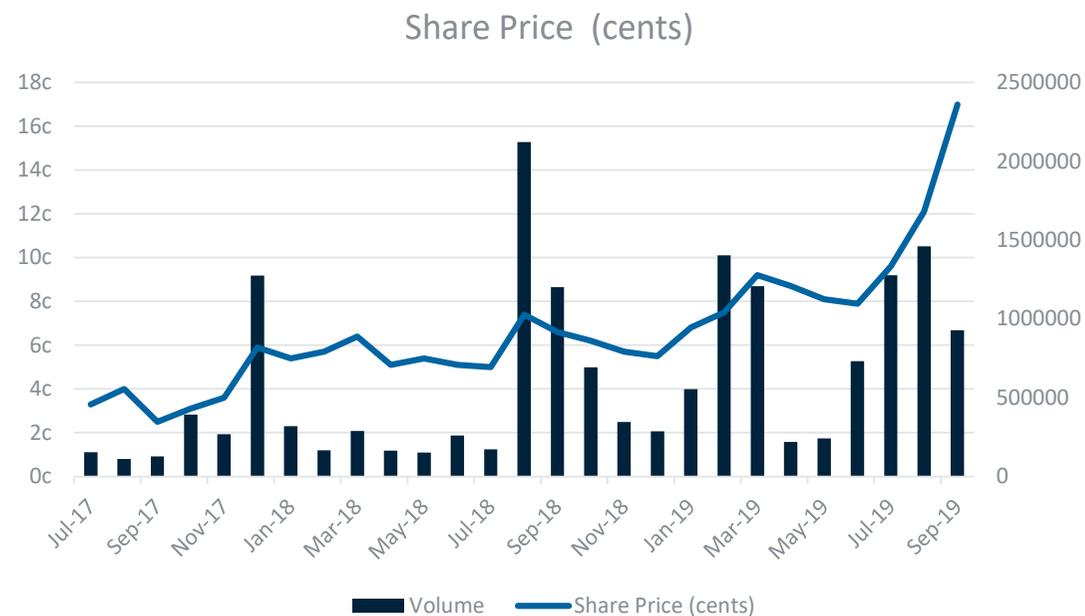
Equitas Nominees Ltd 5.60%

HSBC Custody Nominees (Australia) Limited 5.37%

JP Morgan Nominees Australia Pty Limited 5.21%

Chairman & Entities 5.14%

Top 20 Shareholders 52.14%



Summary

Number of Shareholders	1,302 (30 September 2019)	Market Cap.	\$89.62m (30 September 2019)
Share Price	17.0c (30 September 2019)	Cash	\$2.80m (30 September 2019)
Shares on Issue	527m (30 September 2019)		

Board

Iain Kirkwood
Chairman (Nov '07)

Andrew McLellan
Managing Director (Jan '15)

Michael O'haneessian
Non Exec Dir (Dec '14)

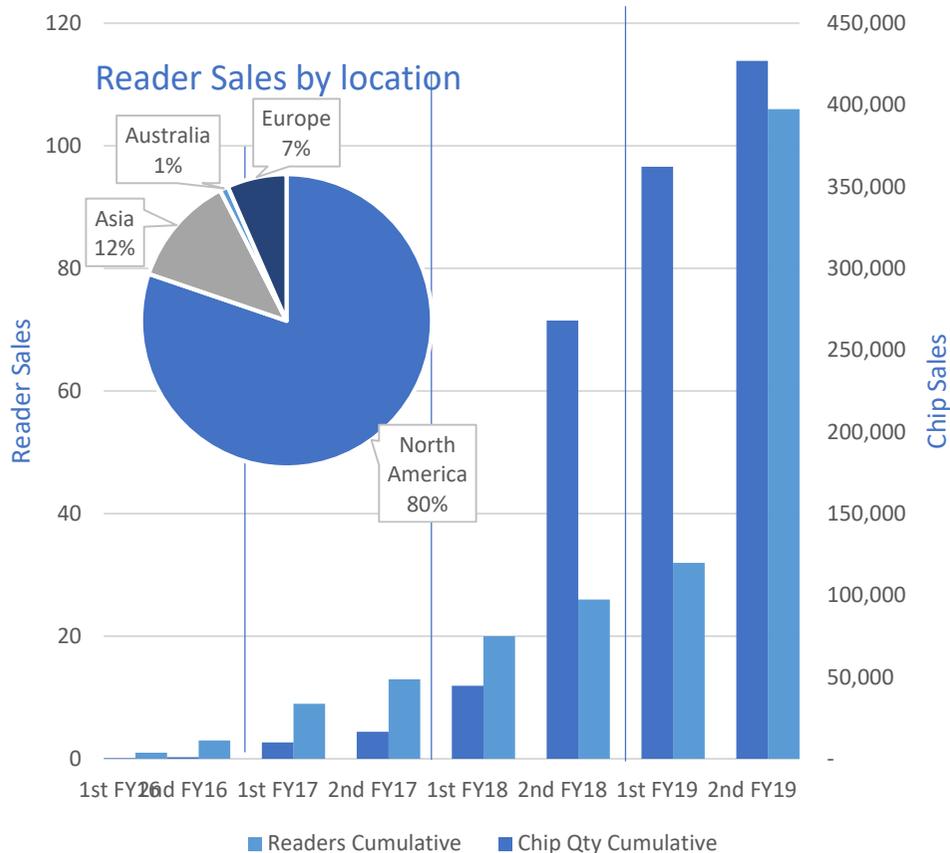
Andrew Cox
Non Exec Dir (July '17)



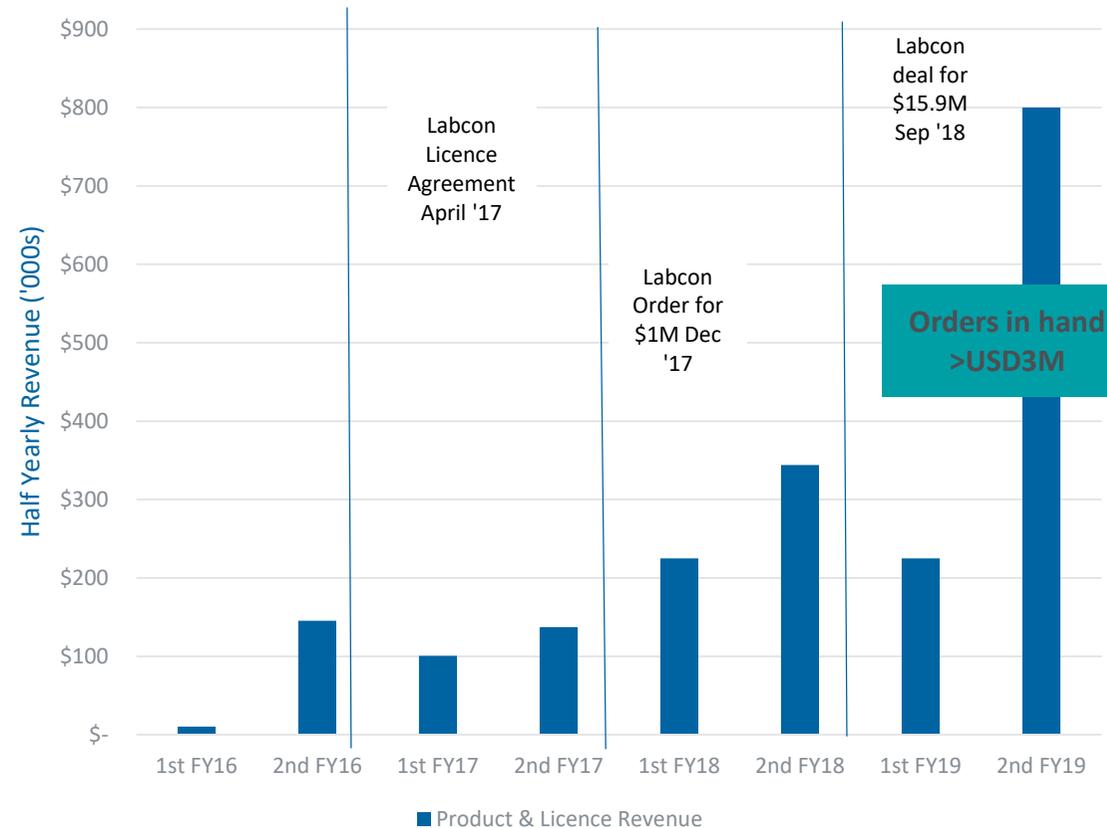
Pipeline Conversion



Cumulative Reader and Chip Sales

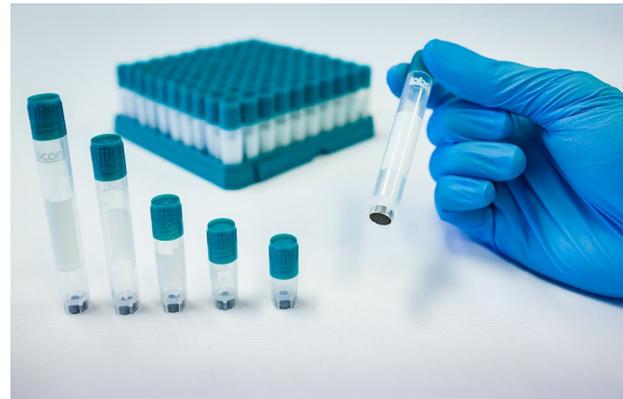


Product & Licence Revenue



Labcon North America Ltd Licence and Supply Agreement

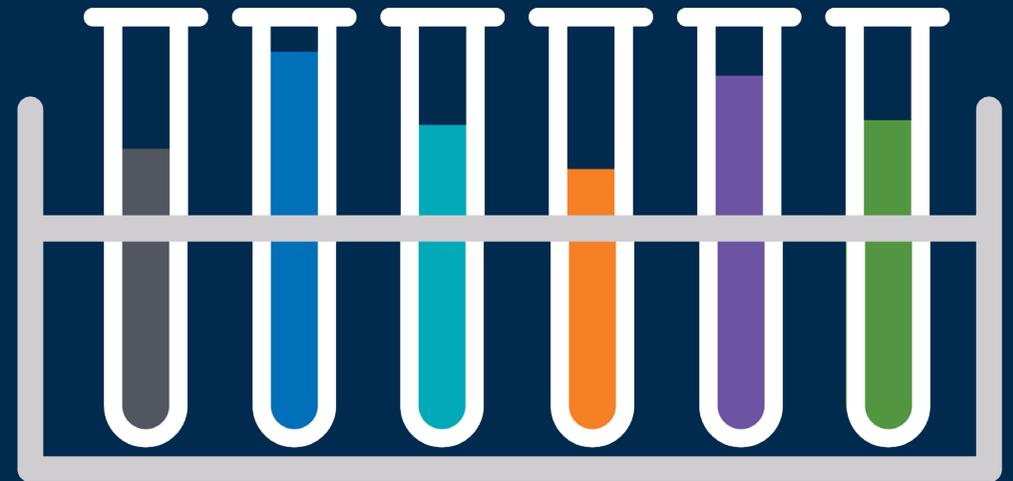
- San Francisco supplier producing over 1.4 billion consumables annually
- Launching Coldpoint™ Bluechiip Enabled range for the global market
- Aug '18 updated 3-year Development and Supply Agreement
 - \$US4.2m (\$A5.8m) 2 yr order for chips, readers, software & services
 - \$US7.4m (\$A10.1m) agreed minimum for third year
 - Extendable to a 4th & 5th year with minimums to be agreed



labcon

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

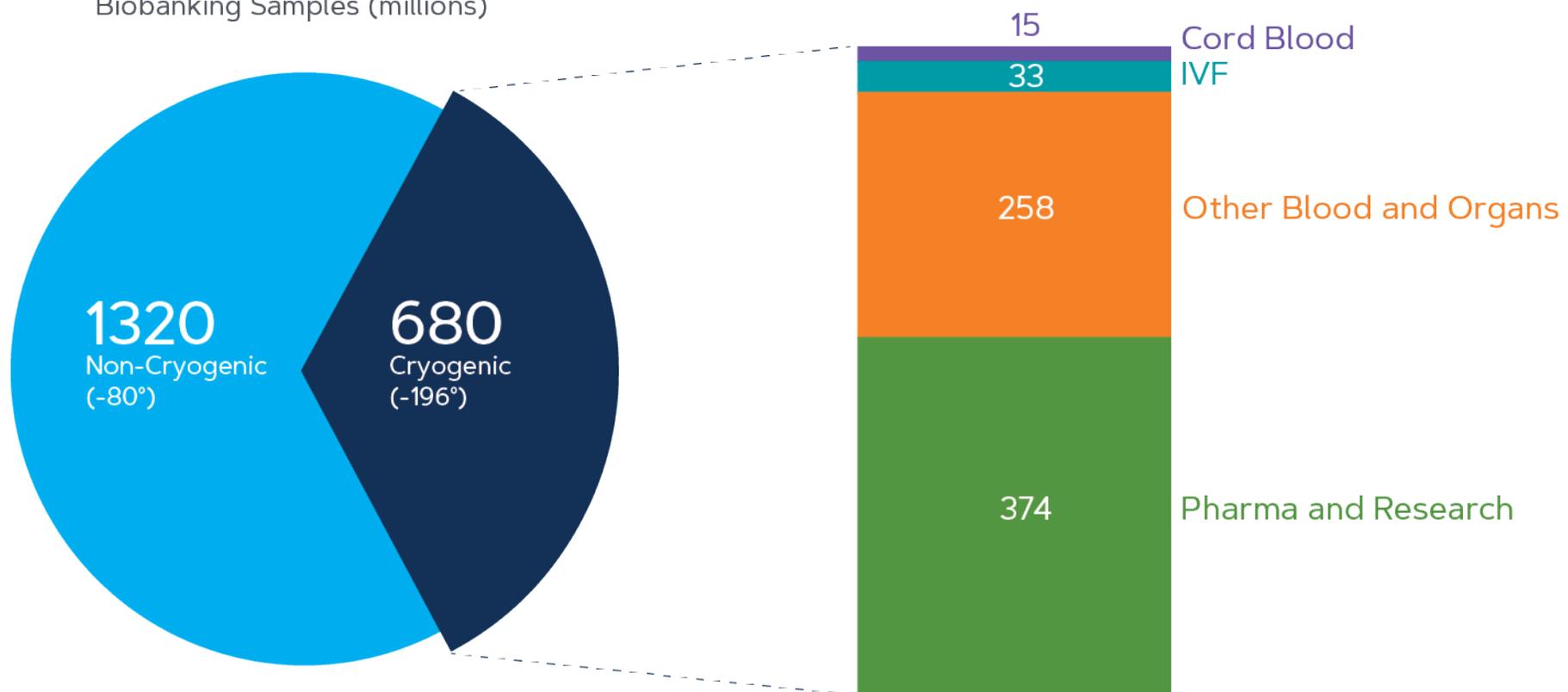


Primary Market Opportunity

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

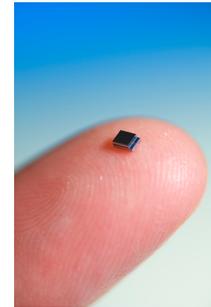
Sources: Visual Fuse and MarketsandMarkets 2014

Unique Patented Sample Tracking for Extreme Environments Using MEMS Sensors

Our Product : Chip + Reader + Software

- 25 granted patents and 6 patent applications
- Unique Micro-Electro Mechanical Systems (MEMS) micro device, superior to labels, barcodes and RFID
- Individual ID extremely difficult to copy
- -196°C & 100°C+ Operation
- Instant sample temperature sensing
- Rapid read time, even through frost
- Sterilisation resistant including Gamma radiation
- Can be moulded into any plastic
- Reduces human error
- Increases productivity
- Ensures Sample Integrity

Chip



+ Readers



+ Software



Alternative Technologies

	Human Readable	Barcodes	RFID	Bluechiip
Gamma Resistant	Blue	Blue	Orange	Blue
Cryo safe Survives extreme temps	Blue	Blue	Orange	Blue
Non visual ID Reads through frost	Orange	Orange	Blue	Blue
On-board sensor Temperature sensing	Orange	Orange	Orange	Blue
Reduced human error	Orange	Blue	Blue	Blue
Productivity improvements	Orange	Orange	Blue	Blue

Strategic Progress





High Value Target Markets

Target Market	OEM Partner Progress	Market Size by Samples	Addressable Market
General Bio-preservation	Labcon North America Additional multiple pipeline opportunities	300m+ samples/year >2B in storage	US\$200m+
Assisted Reproductive Technology (IVF)	Genea Biomedx/distribution partner supply agreement	1.8m IVF Cycles/year 33m samples in storage	US\$20m+
Cryogenic cold chain logistics	Planet Innovation agreement Additional multiple pipeline opportunities	3.5-7.5m samples/year >250m in storage	US\$30m+
Regenerative Medicine, Pharmaceuticals	Trial agreements & validation customers	3m samples/year 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 and Supply Agreement

- Bluechiip Enabled IVF sample and temperature tracking
- Distribution through Genea Biomedx Global Pharmaceuticals partner
- Immediate application onto existing installed vitrification and incubation systems



Planet Innovation OEM Partnership

- Sept 2016 OEM **Supply and Master Services Agreement** executed
- Sept 2016 Planet Innovation direct investment in Bluechiip
- Actively pursuing partnerships to incorporate Bluechiip technology
- Planet Innovation in manufacture of Multi Vial Reader and Handheld Reader

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



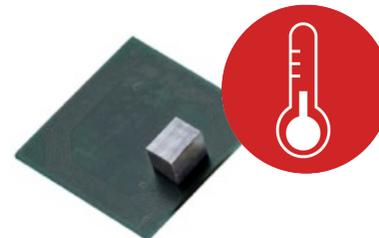
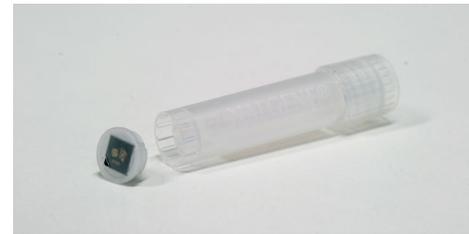
Pharmaceutical giant Merck Serono has signed an exclusive deal securing them global marketing and commercialization rights to Genea Biomedx's range of IVF products including Gavi and Geri, which were designed by Genea with their development partner, Planet Innovation.



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

Product Pipeline

- Multi-Vial reader and Cold Top in manufacture (CE Mark)
- Hand-Held readers in manufacture (CE Mark)
- Labcon consumables and buttons in production
- Software backbone in Operation
- Over-temperature chip, stage 2 completed & patent application submitted



Key Milestones

- Production scaling with well over 5 million/yr committed capacity
- Increasing sales volumes & growth, FY19 \$1.02M, 82% YOY over FY18
- Partner pipeline expansion, 34 developer kits sold
- Conversion of Pipeline to new OEM's & Bluechiip Enabled products
- Adjacent market penetration IVF, Cell Therapy, Cold Chain Logistics
- Expanding IP base and Product Pipeline, Over Temperature Chip



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