

# Bluechiip Investor Presentation

April 2015



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# Bluechiip - Corporate Overview

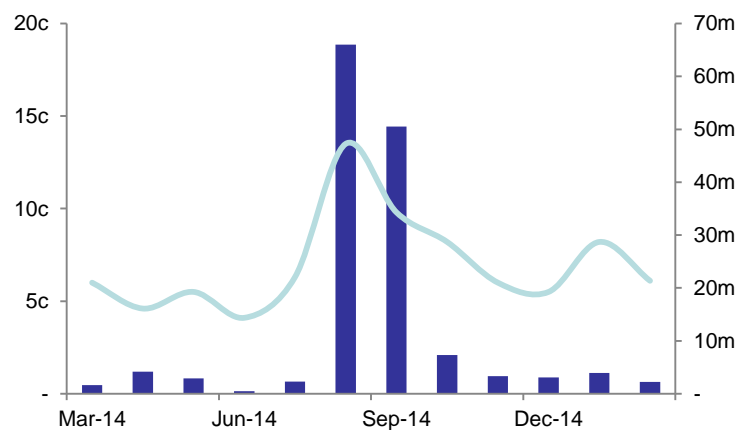
## Summary

ASX Code	BCT
Share Price	5.0c
52 week range	3.1c – 16.0c
Market Cap.	\$7.4m
Net Cash	\$1.1m
Enterprise Value	\$6.3m

## Board & Management

Iain Kirkwood	Chairman
Andrew McLellan	Managing Director
Matthew Morgan	Non-Exec. Director
Michael Ohanessian	Non-Exec. Director

## Share Price



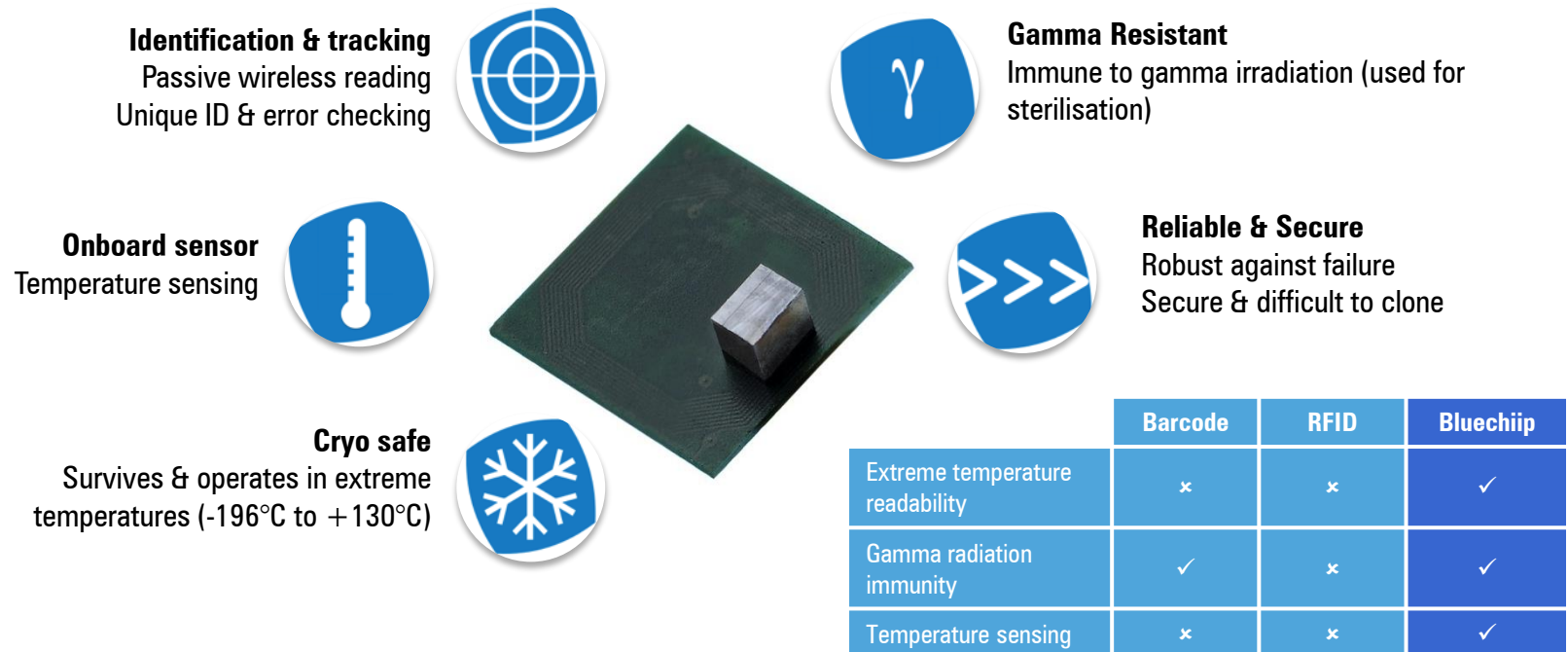
## Major Shareholders

Dr. Stephen Woodford	11.5%
Chairman & Entities	6.4%
3 <sup>rd</sup> Pulitano Pty Ltd	4.8%
Roshi Blue Pty Ltd	4.1%
Founder	3.3%
Top 20 shareholders	45.9%

# Bluechiip - Vision

## To be a leading global player in secure wireless tracking

For high value samples stored and transported in harsh environments, Bluechiip will be the tracking solution of choice with secure patented technologies that operate and measure temperatures to  $-196^{\circ}\text{C}$  and survive gamma-irradiation



# Bluechiip - Core Capabilities

- **Developed Core technology:**
  - Bluechiip has developed a MEMS based smart chip providing a unique patent-protected secure wireless tracking technology
  - Bluechiip's smart chips have temperature sensing capabilities and other advanced features exceeding incumbent technologies in extreme environment situations such as biobanking applications
  - Bluechiip readers and software have been developed to provide systems solutions
- Bluechiip is now focussed on commercialising globally via third party distribution and manufacturing and development under



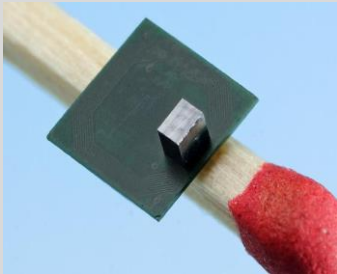
bluechiip STREAM	
Samples	Temporary Groups Storage Projects
Samples	
<input type="text" value="Search samples..."/>	<input type="button" value="Search"/>
Bluechiip ID	Date Created
Vial 304985	20 October 2014 11:19
Vial 304015	20 October 2014 11:19

*MEMS – Micro Electro-Mechanical System*

# Bluechiip Initial Target Market

## MEMS Technology

Current



Biobanking



Future

Technology Development

Cold Chain Logistics

Food & Pharmaceuticals

Industrial & Manufacturing

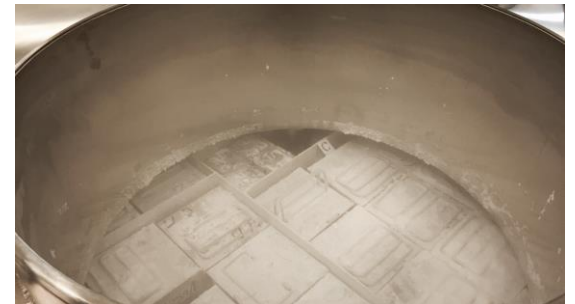
Security & Defence



# Biobanking – First Reference Application

Biobanking is the practice of **cryopreservation**: storing highly sensitive and precious biological samples and tissue for short and long periods of time

- Bio-preservation media & equipment market - \$3.9B (2017)
  - Cryovials \$96.0m (2017), >350m samples
  - Blood transport bags
  - Regenerative medicine transportation



Stem Cells

IVF and  
Regenerative  
Medicine

Tissue and  
Pathology Samples

Clinical Trials

Pharmaceuticals

# Strategic Priorities

## **Establishing global distribution channels**

- Establishing market presence
- Reference site sales
- OEM identification and promotion

## **OEM Partnering and technology Licencing**

- Accelerated market access through partner distribution
- Technology integration

## **Core technology feedback and reinforcement**

- Capturing and responding to market feedback
- Pipeline of future opportunity



# Distribution

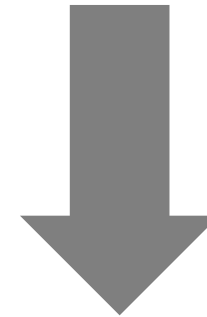


● Distributor

● O.E.M. Partner

# Core Market Feedback – Validation and Distribution

- Bluechiip technology well known amongst biobank equipment suppliers
- Bluechiip technology is well differentiated with key benefits recognised by labs
  - Millions of samples stored
  - Hundreds/thousands of samples per day
- Biobanks are high throughput facilities
  - Multi-vial reader
  - Handheld reader

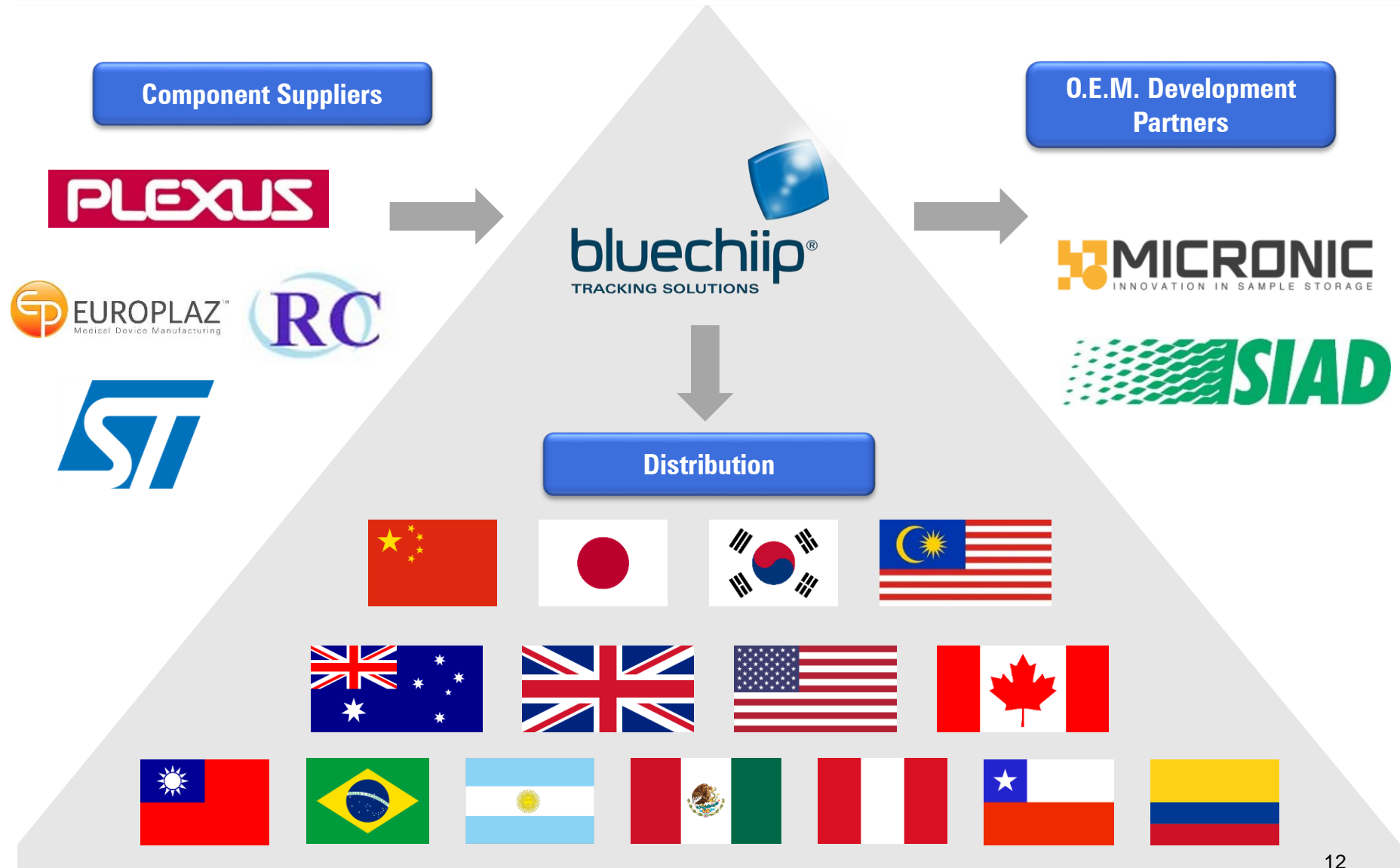


# Partnership / OEM – Progress and opportunities

- Bluechiip seeks to share in the success and risk of product sales by collaborating with Partners / OEM's to develop new innovative products in new markets
- Micronic Co-development agreement
  - Dual identity vials & multi-vial reader demonstrated at SLAS (Washington) Feb. 2015
  - 1<sup>st</sup> sale into Canada (starter kit)
  - Positive response & interest
- SIAD Blood bag trials in progress
- Opportunities progressing in regenerative medicine market



# Partnering & Establishing Networks



# Contact Details

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