

15 September 2017

SK-II MAGNETIC BOOSTER LAUNCHED IN TAIWAN

OBJ Limited (ASX: OBJ) is pleased to report that global prestige skincare brand SK-II has confirmed the commercial launch of the SK-II Magnetic Booster in Taiwan, following successful launches of the same product in Japan and China.

The SK-II Magnetic Booster was initially released in Singapore in June of this year, and in Japan and China during August. The Taiwan launch leads additional market launches in Hong Kong, Malaysia and Indonesia although dates have not been announced.



The SK-II Magnetic Booster was introduced to Taiwan consumers by local celebrity MinRu Huang at a series of events through Taiwan's SoGo stores. These events were captured and posted as YouTube videos by enthusiastic SK-II customers.

The Magnetic Booster incorporates OBJ's magnetic microarray technology as well as its more recent "Soft Touch" switching and vibration technologies, that combine to provide new levels of skin penetration and enhanced consumer delight.

The SK-II Magnetic Booster is the second successful collaboration between SK-II and OBJ.

"SK-II is a terrific partner for OBJ" said Mr Jeffrey Edwards, OBJ's Managing Director. "They constantly strive for new levels of innovation, performance and enhancement of consumer experience"

Suda Sudarsana, Global Franchise R&D Leader of SK-II said: "It is exciting to combine OBJ's expertise in diamagnetic physics with P&G's knowledge of skin biology and chemistry to create new, improved and exciting experiences for our demanding prestige consumers."



ABOUT OBJ

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 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.

Directors

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ABOUT OBJ'S TECHNOLOGIES

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 utilise 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.

ABOUT P&G

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

FORWARD-LOOKING STATEMENTS

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.

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