



Creating a fully integrated, science-based wellness company

OBJ LIMITED (ASX: OBJ)

Investor Presentation

August 2020



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The Board and Management Team



Antonio Varano
Non-Executive Chairman, OBJ

- Ex-chairman of BECCA cosmetics sold to Estee Lauder for A\$300m.
- >30 years experience across Australasia, Europe and the USA.
- Invested in several early stage start-ups which have gone on to command dominant market positions.
- Industry experience in retail, cosmetics, skincare, entertainment, real estate and agriculture.



Jeffrey Edwards
Executive Director / CEO Innovation R&D, OBJ

- Founder of OBJ and creator of over 40 patents.
- >25 years experience in managing new technological innovations.
- High-level technical expertise in production, IP and clinical validation.
- An award-winning technology developer with experience working with global biomedical companies.



Steven Schapera
Non-Executive Director, OBJ

- Founder / Former CEO of BECCA Cosmetics, a leading cosmetics brand in Europe, Asia and USA, exited to Estee Lauder for A\$300m in 2016.
- NED on Main Board of Invincible Brands GmbH, Europe's most successful influencer-marketing business, recently exited to HENKEL.
- Chairman of ASX-listed Crowd Media Ltd. and NED at UK-based Wild Nutrition Limited; 38 years of commercialisation experience across 5 continents.



Cameron Reynolds
Non-Executive Director, OBJ

- President, CEO and Founder of VolitionRX, a biotech company, which listed on NYSE in 2015 and has a current market cap of \$151m.
- Extensive experience in strategic planning and management for start-up ventures and has held CEO and CFO positions for various private enterprises.



John Palermo, FCA, AGIA
Company Secretary, OBJ

- Chartered Accountant with over 20 years experience in Public Practice.
- Director of Chartered Accountants Australia and New Zealand.
- Expertise in corporate advisory, strategic management and business structuring.



Paul Peros
CEO, OBJ

- Former CEO of Foreo, a Swedish company specialising in beauty and well-being solutions with presence in 35 countries.
- Lead the company from start-up in 2013 to a US\$1B revenue company by 2018.
- Extensive management consulting experience across Europe with Milan-based GEA and established their China offices in 2009.

Offer Structure

Key Terms

- Placement of 18,939,482 new ordinary shares at A\$0.10 per share to raise A\$1.894m (“Shortfall Shares”).
- Placement of 15,000,000 new ordinary shares at A\$0.10 per share to raise A\$1.5m (“Placement Shares”).
- The Placement will be conducted in two tranches:
 - **Tranche One** will consist of 18,939,482 Shortfall Shares that can be issued under the Company’s current placement capacity;
 - **Tranche Two** will consist of 15,000,000 Placement Shares subject to shareholder approval at an Extraordinary General Meeting to be held on 19 August 2020.
- Director participation circa \$225,000 (2.25m shares), subject to shareholder approval and redemption of convertible notes circa \$615,000 (6.15m shares) form part of the placement.
- Conversion of outstanding fees to Directors and Management will result in shares issued in addition to the placement.

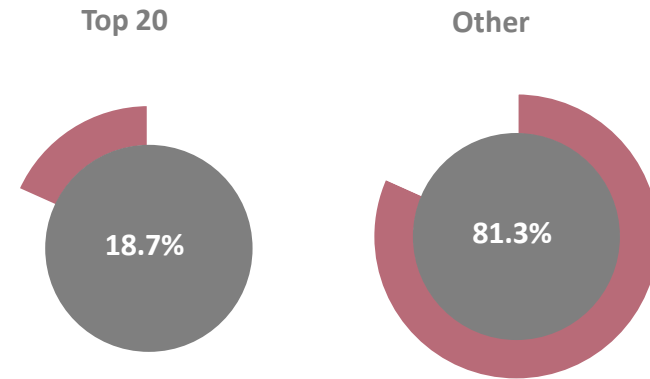
Corporate

Capital Structure

| | |
|-----------------|---------------------|
| ASX Code | OBJ |
| Share Price | \$0.10 ¹ |
| Shares on Issue | 90,473,939 shares |
| Rights Issue | 30,159,500 shares |
| Capital Raising | 15,000,000 shares |

Note 1. Based on Rights Issue Price to existing shareholders. Company last traded at \$0.30 (\$0.015 pre-consolidation).

Shareholding Breakdown



Wellness – The Industry at a Glance

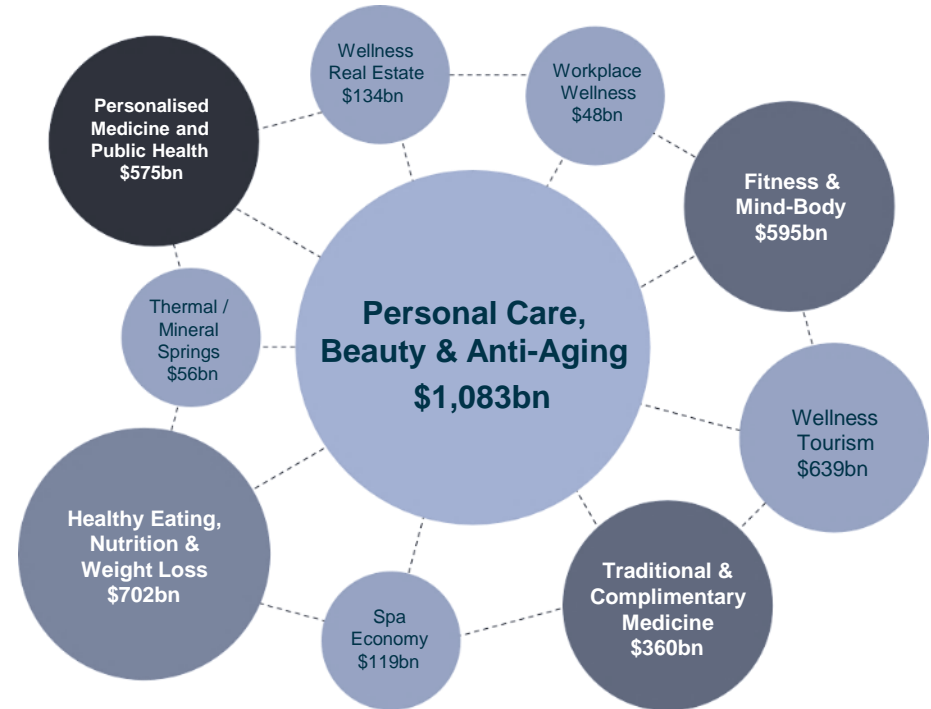
A wide array of opportunities in a large high-growth, high margin industry

The global wellness industry has been enjoying a high growth trajectory.

The total market grew by 12.8%, from a \$3.7 trillion market in 2015 to \$4.2 trillion in 2017¹.

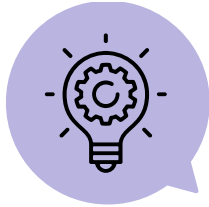
This represents a massive market opportunity for OBJ to develop and distribute innovative products for various

target wellness sectors, such as Personal Care, Healthcare and Anti-Aging, Personalised Medicine and Lifestyle enhancing products.



OBJ

A vertically integrated wellness business

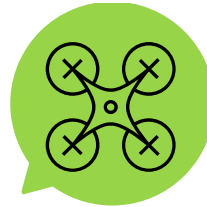


Innovation R&D and Licensing

Jeffrey Edwards

Creation and Application of OBJ patented technologies into in-house developed products servicing across the wellness sector.

- **15+ years** experience in developing products in magnetic-enhanced transdermal drug delivery systems.
- **5 scientists** operating under OBJ's state-of-the-art laboratory facility.
- **20+ patents** covering OBJ's technologies in Drug Delivery, Haircare, Skincare and Surface care.

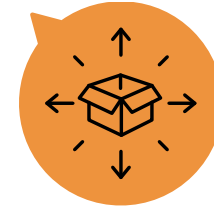


Consumer Products

Paul Peros

Application of OBJ patented technologies into in-house developed products servicing across the wellness sector.

- **RÉDUIT Precision Beauty** products initially covering next-generation Haircare, Skincare and Hygiene applications.
- Wholly owned manufacturing facility in Dongguan, China. E-commerce and media centre in Croatia, Development Centre in Switzerland.



BodyGuard

George Tsadilas

Manufacture, Distribution and Innovations in Musculoskeletal Healthcare products for the Wellness, Fitness, Sporting and Lifestyle sectors

- **Wholesale, retail and online distribution** of wearable drug patch products.
- **Pipeline** of therapeutic joint and pain management products built around OBJ's Direct to site of Injury philosophy

Global Leaders in Magnetic Enhanced Delivery

Expanding Applications, rich portfolio of delivery solutions



Magnetic
Microarray



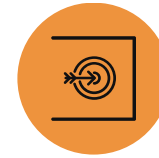
In-field Programmable
Array



Transdermal
Drug Delivery



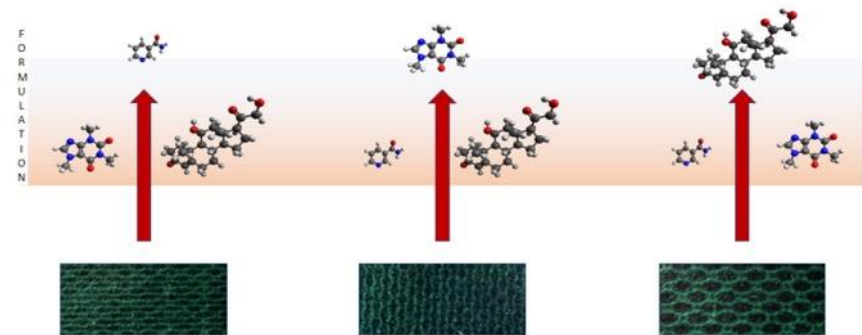
Personalised Skin
and Haircare



Ultrasonic
Magneto Wetting

- Magnetic enhanced delivery is the application of specifically configured magnetic fields as a means of positively affecting the partitioning, diffusion and transdermal passage of drug and other active ingredients.
- Through application and refinement, OBJ is able to leverage its intellectual property to achieve new levels of product performance far beyond that of normal formulation chemistry.
- Patented physical enhancement technologies based on proprietary magnetic microarrays provide a low cost, powerful and chemistry-free method of enhancing product performance.
- Enhanced product performance in Skincare, Dermatology, Haircare, Beauty, Pharmaceutical, Surface Hygiene and Healthcare applications.
- Continuous validation of technology by commercial partners (such as Procter & Gamble), academia and leading Contract Research and Regulatory Authorities in AUS, USA, JAPAN, CHINA, UK and EU, and widely published in major peer-reviewed Science Journals.

OBJ has developed finely patterned magnets that have been tuned to push molecules of different sizes and properties out of the formulation!



Innovation and R&D

Procter & Gamble Licensing Agreement

Recurring Revenue Streams

- **5 product families** licensed to Procter & Gamble (P&G) under a Master License Agreement.
- To date, OBJ's technology has been used by P&G under their SK-II and Olay brands, and more than **1.6 million devices in market**.
- In combination with P&G, the next phase of development optimises skincare treatment for an individual by integrating OBJ technology with smartphones Virtual Reality skin diagnostics to optimise ingredient delivery to individual customer needs.
- \$1.4m royalty income stream in FY19.
- New P&G agreements deliver increased royalties on sale, superior payment terms and great market access for OBJ outside P&G's licensed field of facial Skincare.



Consumer Products

Bodyguard and RÉDUIT | Application of OBJ patented technologies into in-house developed products servicing across the wellness sector

Bodyguard Patches



- World first clinically proven musculoskeletal patch system that **delivers therapeutic ingredients directly to the site of injury while avoiding first pass metabolism and adverse gastrointestinal side effects.**
- A portfolio of joint therapy patches leveraging OBJ's proprietary skin-penetration technology to improve joint lubrication. First product targeting knee pain with other applications across other ankle, shoulder, elbow and back.
- **Successful clinical trials completed in 2014 and 2016.**
- Agreement in place with a best-in-class UK manufacturer.
- Targeted **launch in UK and Australia under the LUBRICEN® brand in 2020.**

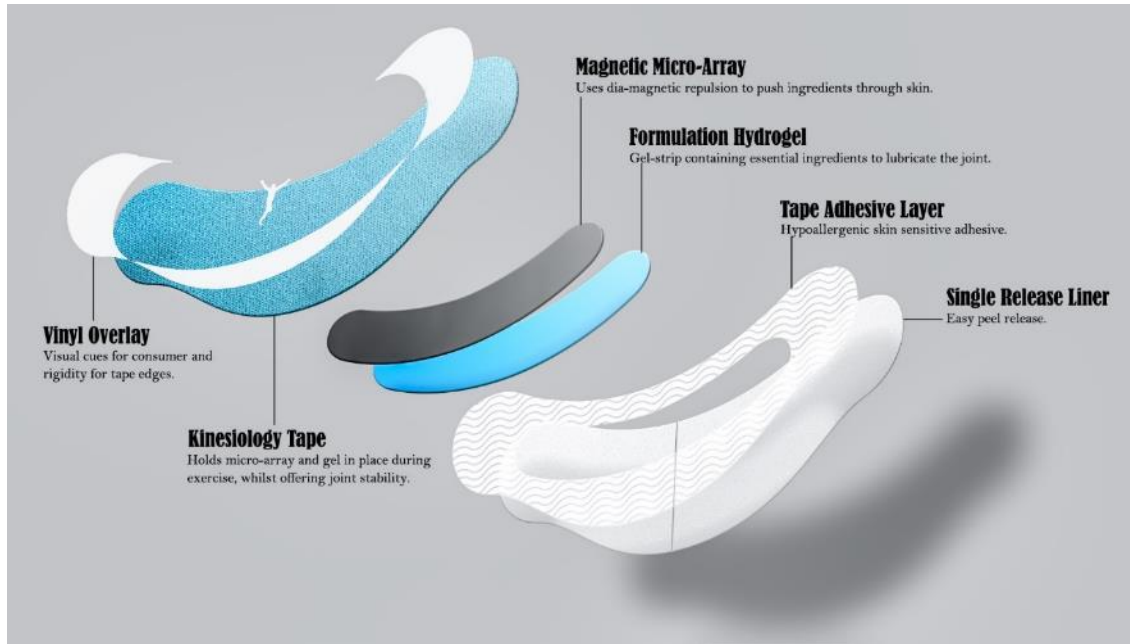
Precision Beauty Technology



- Division being led by Paul Peros, **former CEO of FOREO which he grew from start-up to +\$1bn revenue in six years.**
- **Based in Switzerland** with operations in Dongguan, China and satellite sales and marketing offices in Croatia and London.
- Use of **OBJ's patented microarray technology and cold-fog misting technology** to increase the penetration of active ingredients into skin, scalp and hair.
- **RÉDUIT commercial launch was in June 2020, with Skincare set to launch in August 2020.**
- **Additional surface hygiene applications** – university studies show 300% increase in the kill rate of Golden Staph bacteria.

Bodyguard Patches

Product Overview – Knee Patch with clinically proven *superior* pain reduction



- Single use joint lubrication patch.
- Patent approved.
- Suggested wear time is up to 24 hours.
- Formulation contains pre-cursor compounds for the production of synovial fluid to improve lubrication and assist with function and mobility:
 - Glucosamine Sulfate
 - Chondroitin Sulfate
 - Hyaluronic Acid
- Future products contain vitamin ingredients specific for other joints.
- Clinically proven to be as effective as Opioids and with none of the adverse side effects.

RÉDUIT

World's first precision-based hair- and skin-care systems

- RÉDUIT One and Hairpods™ revolutionize personal and professional haircare.
- The strikingly elegant RÉDUIT One deploys a range of OBJ technologies in order to deliver unparalleled haircare treatments.
- The system enhances the effectiveness and benefits of each active ingredient for a heightened haircare experience.
- RÉDUIT products use less chemistry, require less water and produce less waste for a lower carbon footprint.
- RÉDUIT haircare range launched in June 2020, and RÉDUIT skincare line is set to follow in August 2020.





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