

OBJ Limited

Leaders in magnetic enhanced drug delivery technology, products and solutions

Welcome to the 2014 Annual General Meeting

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Summary Highlights of 2014

- First human clinical trial for P&G using magnetic microarrays
- First human clinical trial for COTY using powered technology
- First multi-product PDA with P&G covering Beauty and Grooming
- Negotiated 3 product work plans with P&G's major brands
- Completed GSK magnetic enhanced analgesics program
- Completed GSK Oral Healthcare Study – awaiting results
- Executed Company's first Technology Licensing Agreement
- Launch of world's first product containing OBJ technology
- Second P&G work plan complete – now entering clinical phase
- First successful clinical validation of BodyGuard technology
- Early discussion with major FMCG over BodyGuard
- Currently expanding PDA scope to include additional work plans

SK-II Product Launch



SK-II MAGNETIC EYE CARE



SK-II
World Launch

- SK-II 세계 최초, 반자성 테크놀로지를 접목한 아이 스킨 케어
- 2014년 10월 1일 SK-II 글로벌 마켓 최초 한국 출시
- 스텝파워 아이크림 성분을 3배 더 많이 흡수시켜 주는 혁신적인 SK-II 마그네틱 아이 스틱
- 더 커 보이고 또렷한 눈매를 위해, 눈가 주요 3포인트의 탄력을 꼭 채워주는 SK-II 스텝파워 아이 크림
 - 잃어가는 눈꺼풀을 팽팽하게
 - 높아지는 눈 밑을 탄탄하게
 - 처지는 눈꼬리를 사포하게

SK-II
EYE CREAM



Lotte Downtown Seoul, South Korea



Lotte Downtown Seoul, South Korea



Celebrity Promotions



Procter & Gamble – Summary 2014

- Execution of the multi-product Product Development Agreement earlier this year included the first three product work plans
- The completion of the first work plan now converted to a Licensing Agreement and first Product Launch
- The other two PDA work plans are progressing with one complete now entering clinical phase and the other nearing completion
- Additional work plans involving new P&G brands are currently being finalised and will expand the PDA scope



Procter & Gamble (cont)


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- The launch of OBJ's first licensed product in South Korea has been an outstanding success
 - Launch dates now fixed for Hong Kong and Taiwan (December 2014) with Japan and China commencing January 2015
 - SK-II Phase II product developments well advanced
 - Additional applications within other SK-II-like franchises under discussion with P&G in the USA
 - An excellent relationship with solid and expanding potential

Coty and Philosophy

- Dermaportation was OBJ's original technology granted patents in Europe and the USA
- Excellent results in the consumer trial efficacy study in 2013 progressed the relationship
- OBJ completed the development of Dermaportation delivery fields for specific Coty ingredients
- OBJ and Coty currently working together on a new product design



GlaxoSmithKline (Oral Health)

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- UK Regulators clear Ethics roadblock by confirming non-medicinal status of OBJ technology
 - UK Clinical Study moved forward and has now been completed
 - Data evaluation and statistics to be completed by early 2015
 - GSK requested and was granted extension to exclusivity to accommodate this program
 - OBJ free to seek other partners in the powered toothbrush category

GlaxoSmithKline (Analgesics)

- Successful completion of Phase I formulation development program
- Successful completion of Phase II formulation optimisation
- Now awaiting clinical validation of optimised formulation
- Further discussions now being held with GSK regarding the possible next steps





BodyGuard

Increasing joint mobility and enhancing active lifestyles

BodyGuard – summary 2014

- Lubricen™ listed and approved by TGA
- Global regulatory assessment identifying minimal barriers to market in key geographies – US, EU, Japan, China
- Successful functional evaluation trial showed 14% improvement in joint function
- Clinical and consumer evaluation programs set for 1st quarter 2015



POWER DOTS

BodyGuard (cont)



- Advanced manufacturing technologies and product designs
- Worldwide patent protection applied for IP lodged
- Clinical Trial agreement with UQ, well advanced to be led by Prof Tony Wright
- Approached by larger international FMCG company with view to partnering



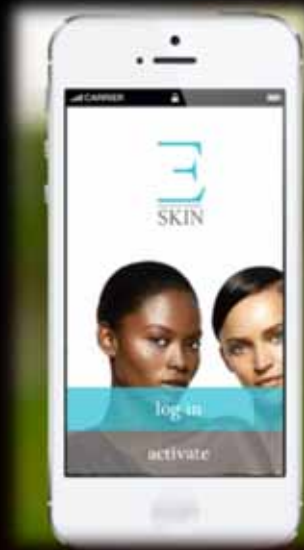
RECOVER SUPERTUBE



BODYGUARD

Internal Development Programs

OBJ is establishing two new divisions to advance and develop BodyGuard-like programs in the fields of:



E-Skin

To develop advanced personalised skincare platforms and an e-commerce system for the cosmetic and skincare sectors



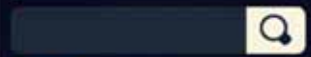
Surface Penetration

To develop advanced skin hygiene, surface antiseptic and surface penetration product platforms

Other Highlights for 2014



- HOME
- ABOUT
- CAPABILITIES
- SCIENCE & TECHNOLOGY
- INDUSTRIES & MARKET SECTORS
- PARTNERING
- SHAREHOLDER RELATIONS
- CONTACT US



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Price Delayed

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Our Valued Clients

Oral Health Care USA

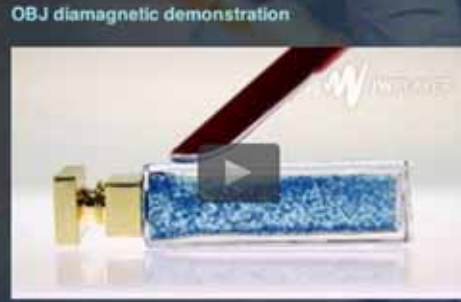
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Developed by Creative Forte

Expanded laboratory team and analytical capabilities to cope with the increased demand of our client base

Leader In Magnetic Enhanced Delivery Solutions

OBJ is the leading developer of magnetic, micro-array drug and ingredient delivery technologies. OBJ has over 100 years of combined expertise in transdermal, perdermal, appendageal and sub-surface drug and ingredient delivery and associated product development.

- Transdermal and Intra-Dermal Drug Delivery
- Therapeutic and Dermatological skin care
- Cosmetic and non-medicinal active ingredient with special focus on anti-aging and peptide delivery
- Oral Health strips, advanced tooth brush technologies and mouth guards
- Haircare solutions utilizing enhanced brushes and applicators
- High Penetration surface hygiene technologies
- Fabric and Carpet cleaning technologies
- Advanced industrial surface interface systems



- Realigned BD programs to reflect increased activity in USA and Asia
- Redesigned Website

OBJ Limited

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Thank you