

P&G SECURES ACCESS FOR BODYGUARD EVALUATION

OBJ Limited (**OBJ** or the **Company**) announces that its wholly-owned subsidiary, Bodyguard Life Sciences Pty Ltd (**BLSPL**), has executed an Exclusive Evaluation and Option Agreement (**Agreement**) with the Procter and Gamble Company (**P&G**) for the Company's BodyGuard Life Sciences project (**BodyGuard**). The Exclusive Evaluation and Option Agreement sets out the terms and conditions under which P&G and BodyGuard will work together to evaluate the clinical efficacy, consumer appeal and commercial potential of the BodyGuard range of products and technologies.

Under the Agreement, P&G will conduct market and consumer research, price sensitivity and usability trials of BodyGuard products in consideration for an exclusive right to review the outcomes of BodyGuard's forthcoming clinical evaluation program. Upon completion of the evaluation, P&G will have the exclusive Option to negotiate the commercial terms of an exclusive worldwide BodyGuard Product Development Agreement and Technology License.

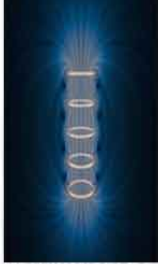
Background to the Announcement

BodyGuard is the Company's musculoskeletal division, which focuses on utilising the Company's magnetic microarray technology to deliver key nutritional and structural ingredients directly into the joint cavity. This has allowed BodyGuard to develop a unique platform of lifestyle maintenance products designed to reduce joint degeneration and pain by altering the underlying cause of cartilage degeneration. An evaluation study conducted early in 2014 showed the BodyGuard technology and its proprietary Lubricen™ formulation substantially improved joint function across a range of medically diagnosed knee pathologies following 14 days of daily use.

The results of this program, the patent filings and product designs were shared with P&G's New Business Creation Group earlier this year. Following P&G's evaluations of potential markets and consumer needs, P&G commenced discussions with OBJ that has led to this first Agreement for BodyGuard.

"We are most pleased to have our partner P&G directly involved in the BodyGuard development program. Having one of the world's best branding companies invest their time and resources in OBJ's Lifestyle Products program confirms our belief in this exciting new and emerging business category," says Mr. Glynn Denison, OBJ's non-executive Director.

"P&G's interest and investments in new business opportunities beyond the current Beauty and Grooming PDA reflects the importance that P&G sees in their long term relationship with OBJ."



About Bodyguard

BodyGuard was established by OBJ to utilise its low cost magnetic microarray drug delivery technology to deliver high and low molecular weight ingredients directly into the joint to hydrate and lubricate osteoarthritic, aging and injured cartilage.

As we age, we are less able to support healthy populations of these cartilage protective molecules (aggrecans) and osteoarthritic and joint degeneration is often the outcome. As the body easily breaks down these molecules when taken orally, food supplements have been of limited benefit. The OBJ magnetic microarray drug delivery technology allows these cartilage protective molecules to be delivered through the skin and directly into the joint cavity during and after exercise.

BodyGuard plans to commercialise its products through relationships with established global brand leaders, such as P&G, while it focuses on the development of additional products and formulations for other major joints as well as performance and injury recovery products. The execution of the Exclusive Evaluation and Option Agreement provides industry validation of that strategy.

The existing PDA with P&G is limited to multiple products and applications within the Beauty and Grooming category. The Exclusive Evaluation and Option Agreement now expands this relationship into the new growth categories of lifestyle and consumer healthcare.

The first product to be evaluated under this development and the forthcoming clinical trial will be the **KneeGuard** product that targets knee cartilage degradation.

About OBJ:

OBJ develops proprietary magnetic micro-array 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.

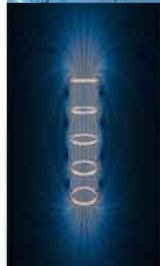
OBJ offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

About OBJ's Technologies:

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations at the molecular level.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ develops low cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.



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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