



OBJ LIMITED

September 2015

Providing innovative solutions to the
pharmaceutical, cosmetic, skincare, oral health
& consumer products industries



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Corporate Information

KEY STATISTICS (09.09.2015)

ASX code	OBJ
Current share price	\$0.066
52 week high	\$0.13
52 week low	\$0.048
Shares on issue	~1,650m
Market capitalisation	~\$110m
Revenue (FY 2015)	\$1.4m
Net cash (30 June 2015)	~\$3.59m
Performance rights	(various hurdles) 88m
Cash burn per month	~\$159k

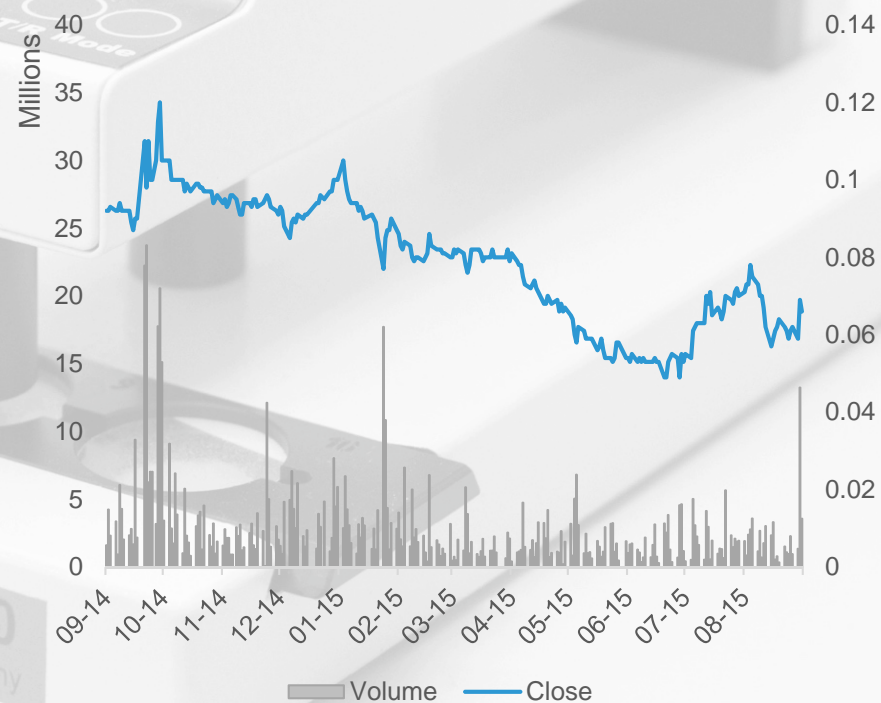
BOARD

Glyn Denison	Non-executive Chairman and Director
Jeffrey Edwards	Managing Director
Dr Christopher Quirk	Non-executive Director
John Palermo	Company Secretary

SHAREHOLDER BREAKDOWN

Top 5 shareholders	7%
Top 20 shareholders (inc top 5)	21%
Management	6%

12 MONTH SHARE PRICE PERFORMANCE



02

Company overview



- Biotechnology company focused on product performance enhancement through physical rather than chemical means.
- Established commercial relationships with renowned global partners including P&G & Coty.
- Multi product agreement with Procter & Gamble, world's largest FMCG company (\$US84bn/annum)
- First revenues received from launches of the SK-II Eye Wand.
- 3-5 year commitment from SK-II for multiple SK-II products including the new Wave II applicator.
- Coty Inc product development & clinical trial commenced.
- New technologies in BeautyConnect, DCE & surface care provide long term pipeline for the Company with multiple pharmaceutical companies.

03

The science in diamagnetic repulsion

Driving performance through physical rather than chemical science.



04

P&G – world's largest FMCG Company – 80m product sales per day – revenues of \$84bn/annum)

- PDA executed in 2014 now expanded to seven work plans, each with a different application.
- SK-II Eye Wand launched in five Asian countries – first license borne out of the P&G PDA.
- Consumer feedback from launches of SK-II Eye Wand in Asia exceeded any expectations.
- Wave II applicator under development & will be used across multiple SK-II products.
- OBJ's laboratory conducting product testing for P&G for regulatory & market support purposes.
- SK-II commitment for 3-5 years for multiple products based on OBJ's Wave II.
- P&G commits the seventh Work Plan for its shaving products which sets out the pathway for the world's largest shaving brands.



05

SK-II, Procter & Gamble's most prestigious skincare brand – revenues >\$US2bn/annum)

- First licensed product using OBJ's technology – generating revenues from launches.
- Launches extremely well received in South Korea, China, Japan, Taiwan & Hong Kong.
- SK-II planning rollout of multiple products in early 2016.
- Eye Wand now a permanent, key product for SK-II.
- SK-II committed to continue the Eye Wand product line.
- Received Good Design Selection Award at the 2015 Australian Good Design Awards.
- P&G's most prestigious & profitable skincare brand.



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SK-II Eye Wand

SK-II Eye Wand launch in Seoul, South Korea.



07

Coty – world's largest fragrance company (>\$US12bn)

- Executed a product development & licensing agreement late 2014.
- OBJ's original technology – patents granted for Europe & USA.
- Royalties to be payable on both the device & associated formulation sales.
- Development fully funded by Coty.
- Hardware now being finalised ahead of the forthcoming testing.
- Extensive consumer concept testing imminent followed by claims support.
- Commitment made to license OBJ's technology once testing is completed.



08.1

Bodyguard



World's first product range engineered to reverse the effect of joint ageing

- Suite of active patch products designed for the restoration & treatment of joint pain & degeneration during exercise or following injury.
- Initial consumer testing undertaken by Curtin University showed a 14% improved performance in just two weeks.
- Lubricen formulation received TGA approval.
- KneeGuard – first product of Bodyguard developed & pre production completed.
- Major double blind clinical trial underway at University of Queensland (UQ) with over 100 participants.

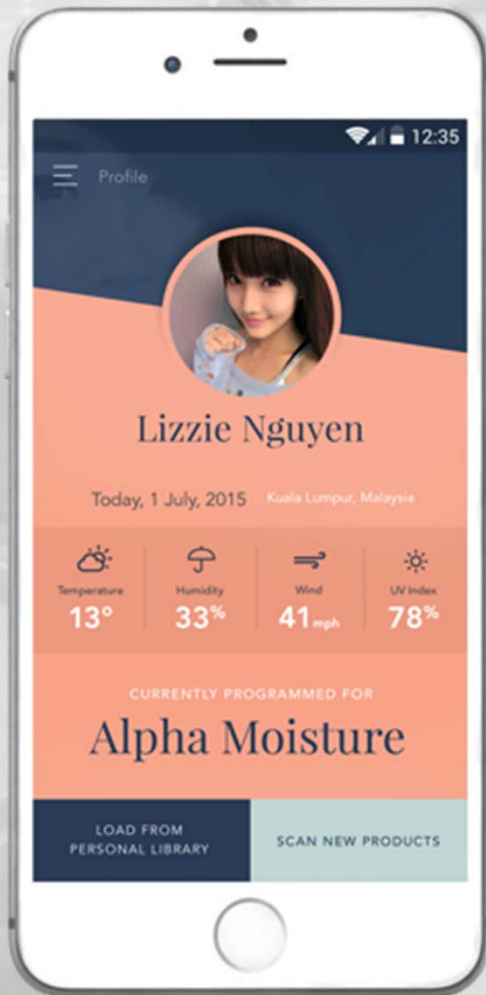
08.2

Bodyguard

- P&G holds right to first access to results of the UQ study into performance of the KneeGuard product – potential partnership opportunity.
- Three different types of products have been prototyped for different market sectors.
- Discussions underway with other potential distributors for certain market sectors include Reckitt Benckiser, GlaxoSmithKline, Johnson & Johnson & Mentholatum (Deep Heat).
- OBJ has engaged two manufacturing consultancies to advise on the appropriate mass manufacturing techniques for different Bodyguard applications.

09

OBJ's product pipeline – Beauty Connect



- Smartphone app to allow consumers to personalise their skincare using OBJ's dermaportation wand technology.
- App will consider variables such as skin characteristics, ethnicity, weather conditions then recommend delivery of ideal formulation for the best personal skin effects.
- The app will also facilitate the sale of products & services.
- Outstanding partnering potential – keen interest & discussions underway.

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OBJ's most recent technology breakthrough – DCE

- Dynamically Configurable Emulsion (DCE) technology – world's first technology to manipulate the structure & therefore performance of emulsions during application to the skin.
- Emulsion based products – the most common type of formulation used by pharmaceutical, skin care & cosmetic companies.
- DCE solves the problem of limited internal stability & functionality of emulsions as well as the bioavailability of key active ingredients.
- Presentations to the major international pharmaceuticals has been met with very high levels of interest.
- Provisional patent specifications filed.



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Catalysts for OBJ

- Commitment by SK-II of Eye Wand.
- Launch of Wave II product across multiple SK-II products.
- Commitment for 3-5 years by SK-II.
- There are now seven Work Plans for P&G including the significant shaving application
- Commercialisation of dermaportation technology with Coty.
- Trial results of KneeGuard + development of BodyGuard range imminent.
- Development & partnering of new Beauty Connect & DCE technologies.
- Potential new partnering activities – increasing approaches from potential partners in various geographies.

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Investment highlights

- Generating revenue from initial launches of SK-II Eye Wand into Asia, the first product.
- 3-5 year program with SK-II – second product, Wave II, well advanced.
- P&G multi-product development agreement (PDA) – funded work plans with seven P&G applications.
- Development agreement with Coty accelerating – working 3D prototypes delivered.
- Outstanding potential for BodyGuard (partnered with P&G), Beauty Connect & DCE technologies.
- Experienced international management & scientific team proving its ability to meet milestones.
- Confirmation of the work plan to cover shaving for P&G. This now sets the pathway for possible commercialisation of OBJ technology into P&G's shaving product lines.

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