

# Annual General Meeting 2015



**OBJ** LIMITED

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



# 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 the launch 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 validation pending
- New technologies in BodyGuard, ConnectBeauty, & Surface Hygiene provide long term pipelines applicable over a wide range of industry sectors



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# The science in diamagnetic repulsion

Driving performance through physical rather than chemical science.



**OBJ** LIMITED

Diamagnetic Repulsion Demonstration

Video not viewable on document version

# Technology Platforms

## 1st Generation

### **Dermaportation**

powered, programmable  
array technology

## Partners & Applications

COTY

ConnectBeauty

E-Skin and e-Skin Professional

## 2nd Generation

### **ETP Micro-array**

non-powered, low cost,  
fixed array technology

Procter & Gamble relationship

All non-powered skincare applicators & patches

Surface Hygiene

BodyGuard

## 3rd Generation

### **DCE /SuperTube Applicators**

non-powered, low cost,  
multi-functional applicator  
technology

Medicated Skincare

Topical Analgesics

Multi-functional emulsions





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## P&G – World's largest FMCG company

80 million products per day – Revenues >\$84bn

- PDA executed in 2014 now expanded to eight work plans
- 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 all P&G expectations
- Wave II applicator development and clinical trial now complete
- OBJ product testing for P&G for regulatory & market support purposes now complete
- SK-II commitment to a 3-5 year multiple product roll-out



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# SK-II – P&G's most prestigious skincare brand

Revenues >\$US2bn

- 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
- Two additional licences required by P&G to meet current current product plans
- Eye Wand to become a permanent key product for SK-II
- SK-II committed to continue the Eye Wand product line
- Wave II development and clinical validation complete
- Received Good Design Selection Award 2015





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



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# COTY – World's largest fragrance company

Revenues >\$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 final consumer validation
- Commitment made to license OBJ's technology once commitment to launch is confirmed



AquameScan 850  
Wetzlar, Germany



# Internally developed innovations

## BodyGuard

Utilising the low cost micro-array technology to be the first to deliver key nutritional molecules directly into joints.

## ConnectBeauty

Utilising the programmable powered technology to create the world's first consumer focused personalisation system that ensures that each and every consumer gets the best possible outcomes from their skincare product investments.

## Surface Hygiene

Utilising the low cost micro-array technology to enhance the delivery of common industrial antiseptic products deeper into the surfaces of common household and industrial materials.

10.1

# Bodyguard

World's first product range engineered to reverse the effects 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
- Lubricen™ formulation received TGA approval
- KneeGuard – first product developed for clinical trial and consumer usage evaluation
- Low cost disposable version under development
- Major clinical trial underway at University of Queensland. 87 subjects have either completed or are being assessed.
- Study scheduled for completion December 2015

10.2

# Bodyguard

Partnering discussions



- 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, Mentholatum (Deep Heat)
- OBJ has engaged two manufacturing consultancies to advise on the appropriate mass manufacturing techniques for different BodyGuard applications
- BodyGuard Commercial Manager currently in Europe meeting with potential distributors



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# ConnectBeauty



- Smartphone app to allow consumers to personalise their skincare using OBJ's programmable array technology
- App considers variables such as skin characteristics, ethnicity, weather conditions, then optimises delivery to meet individual needs
- The app facilitates the sale of products & services
- Extensive discussion with P&G/ SK-II last week
- Meetings with two new major skincare groups in Paris scheduled for December



# Future-proofing the business



Board of Directors

Managing Director

Jeff Edwards  
Phil Russell

International  
Partnering  
& Licensing

P&G  
Coty  
SK-II  
GSK  
RB

Jayden Rogers  
George Tsadilis

BodyGuard  
BodyGuard  
Durable

BodyGuard  
Disposable

BG Microdot

Sports  
Applicators

Jeff Edwards  
Scott Arbuckle

ConnectedCare  
Systems

Coty  
E-Skin  
E-Skin Pro  
Connect Beauty  
Connectcare  
Musculoskeletal

Commercial Manager  
Phil Russell

Surface Hygiene

Hospital  
Industrial  
Household

Cloths &  
Applicators

# Summary

- Commitment by SK-II of further Eye Wand roll-out
- Launch of SK-II Wave II as a full commercial roll-out
- Development of SK-II Wave III commenced
- Commitment for 3-5 years by SK-II to OBJ technologies
- Eight Work Plans with P&G including the significant shaving application underway
- Commercialisation potential of programmable array technology with COTY
- Trial results of KneeGuard + development of BodyGuard range imminent
- Development & partnering of new ConnectBeauty & DCE technologies
- Potential new partnering activities – increasing approaches from potential partners in various geographies