



ASX Announcement

For immediate release

Thursday 15 September 2016

Bluechiip enters partnership with Planet Innovation

Bluechiip Limited [ASX:BCT], a leader in the development of sample tracking technology for harsh environments, today announced the signing of two agreements with Planet Innovation (PI), winner of BRW Australia's Most Innovative Company for the last two years.

Key points:

- Non-exclusive License and Supply agreement
- Master Services Agreement

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said:

"Today's announcement crystallizes a relationship that has grown over the last year.

BCT now has an Australian innovation leader that works with international partners taking a position in our company on multiple fronts. This will allow BCT and its technology to be more rapidly adapted both for our growing pipeline of opportunities and for the partners we already have in place."

Under the Agreements, the parties will jointly pursue projects where PI's development and commercialization capabilities will be used to create innovative solutions that integrate Bluechiip's patented, wireless tracking technology. BCT also gains access to PI's extensive customer network in the medical devices market.

The addressable market for BCT's and PI's combined capabilities address biomedical and other markets that have a broad and rapidly growing need to track, monitor and store samples in cryogenic conditions at temperatures down to -196°C.

Principal terms of the agreements:

License Agreement

- Bluechiip grants a non-exclusive license to Planet Innovation to develop products that integrate Bluechiip's technology in the field of systems and devices for the handling, storage or monitoring of medical or biological products or samples. This excludes the field of assisted reproductive technologies (ART) where BCT already has an agreement with Genea Biomedx.
- Bluechiip's sells its technology to Planet Innovation including tags, readers and software.
- Planet Innovation commits to minimum annual development expenditure, alternatively to minimum annual purchasing obligations.

Master Service Agreement

- Bluechiip grants a non-exclusive license to Planet Innovation to develop products that integrate Bluechiip's technology and to sell those newly developed products
- A mutual right for each party to engage the other to develop technology for and on behalf of the other
- Bluechiip retains all rights in its core technology and intellectual property



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The agreement with PI is non-exclusive, in line with BCT's previously announced agreements with the Chinese CDC and its trial agreement in the USA auto ID and Data Capture industry.

BCT's only exclusive agreement is with Genea Biomedx in the Assisted Reproductive Technology (ART) market.

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About Planet Innovation:

Planet Innovation exists to develop and commercialize products that have a positive impact on the world. It provides technology innovation, product development and commercialization expertise to companies around the world and focusses on the biomedical and hi-tech industries. Formed in 2009 by Stuart Elliott, Managing Director, and three other globally experienced biomedical executives, PI believes that a commercial focus is the key to successful product development. These 'commercially-focussed' principles have been the cornerstone of PI's rapid growth and success.

Based in Melbourne, Australia, PI employs over 180 dedicated professionals and was rated Australia's Most Innovative Company by the Australian Financial Review in 2016, 2015 and 2013. PI works with both start-ups and multi-national companies including many of the world's largest diagnostic companies.

Further information is available at www.planetinnovation.com.au

About Bluechiip Limited:

Founded in 2003 and ASX listed in 2011 [ASX:BCT], Bluechiip has its head office in Melbourne, Australia and distribution channels around the globe.

Bluechiip's unique and patented technology combines secure wireless sample tracking with integrated temperature reading for use in extreme environments, working reliably in temperatures from -196°C to +200°C, and impervious to autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Based on MEMS technology, the Bluechiip[®] tag contains no electronics. Unlike traditional tracking technology like labels, barcodes or RFID, Bluechiip does not require line-of-sight visibility for temperature readings and tracking, and so can be read through frost without damaging the sample.

Bluechiip Limited ABN 79 104 795 922



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The tag can either be embedded or manufactured into storage products such as vials or bags. Easy identification, along with any associated information from the tag can be detected by a reader, which can also sense the temperature of the tagged items. Unlike other tracking methods, the Bluechiip[®] technology can sense the temperature of each item a tag is attached to or embedded in.

This technology is particularly important for industries such as the \$2b biopreservation & cryopreservation market, which processes more than 300 million samples per year of tissue, blood, serum, plasma, etc., for industries such as pharmaceuticals, IVF, research and clinical trials. It also has applications in cold chain logistics, food, manufacturing, security and defence.

Further information is available at www.bluechiip.com