



SUCCESSFUL SK-II PRODUCT LAUNCH IN SOUTH KOREA

OBJ Limited (ASX: OBJ) is pleased to report the successful professional, media and consumer launch of the world's first commercial product to incorporate OBJ's propriety magnetic micro-array technology.

The product launch by SK-II, Procter and Gamble's fastest growing prestige skincare brand, released to the public the first magnetic micro-array "Wand" in the form of the SK-II Magnetic Eye Care Kit. (www.sk-ii.com)



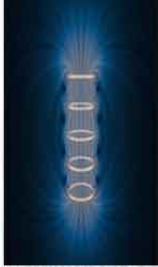
The formal launch commenced on Tuesday 30th September with two days of professional presentations to over 200 beauty care professionals, leading fashion journalists and publication media at the prestigious Westin Chosun Hotel in Seoul, South Korea.

SK-II's Global Scientific Communications Director, Dr Yamaguchi introduced the SK-II product and the OBJ technology that made it all possible. The technology presentation featured digital video and animations, which also included the video by OBJ's Mr Jeffrey Edwards, explaining the function and form of the technology.

the new Magnetic Eye Care kit was best used.

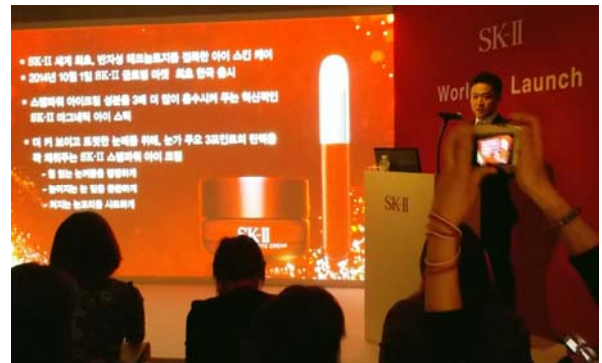
In parallel Mr Jeffrey Edwards and Dr Suda Sudarsana, SK-II's Global R&D Director provided one-on-one question and answer interviews with leading journalists and fashion leaders.





On Wednesday, 1st October, the new SK-II Magnetic Eye Care Kit was introduced to the general public at the Lotte Department Store, South Korea's leading high street retailer. A substantial crowd gathered for the SK-II Magnetic Eye Care product launch and SK-II staff reported that all product stock had sold out before the end of the first day.

The decision by SK-II to conduct the world launch of the Magnetic Eye Care kit in South Korea was driven by the high level of importance placed on eye care by Korean and Asian consumers and the increasing importance of the Asian markets on global skin care brands. The eye region represents a significant anti-aging challenge for skin care companies. The ability of the OBJ micro-array to enhance delivery of key active ingredients by over 300% sets a new performance base-line in these key and expanding markets.



The SK-II South Korean launch plan will now move to the broader national market and is expected to follow into the other significant SK-II markets that include Japan and China. The SK-II launch attracted some 186 news reports, 41 SNS, 45 portal site highlights with a total of 247 influencers and customers who joined the launch event (131 Editors, 85 e-influencers, 7 Celebrities, and 24 other Customers).

BACKGROUND TO THE ANNOUNCEMENT

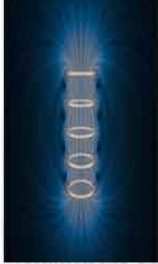
The SK-II Magnetic Eye Care product is the first product to be developed, licensed and launched by P&G under the multi-product Product Development Agreement (PDA) announced in April 2014.

Under the PDA, SK-II's technical teams in Japan and Singapore worked closely with OBJ to create the world's first enhanced delivery applicator designed to significantly increase skin penetration of the key ingredients used in the new Stempower Eye cream product.



By using the OBJ technology the new SK-II Magnetic Eye Care kit was able to achieve enhanced delivery of over 300% greater than traditional finger application. This has allowed SK-II to promote break-through levels of efficacy and consumer benefits in this key growth markets.

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About Procter and Gamble:

P&G is the world's largest consumer goods company with a brand portfolio containing over 300 household names – from *Gillette* to *Duracell*, *Olay* to *Covergirl*. With 130,000 employees, P&G provides global market access across 180 countries and serves some 4.4 billion consumers daily. P&G's annual turnover is in excess of \$US83 billion/annum.

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 through the skin 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 utilise 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.