



29 April 2015

## SK-II SUCCESS & FORWARD PLANNING

OBJ Limited (ASX: OBJ) is pleased to report that the success of initial market launches of the “SK-II Magnetic Eye Care” product in South Korea, Hong Kong, Taiwan, Japan and China have been extremely positive. The consumer responses are now being assessed by P&G to structure forward rollout plans over successive years across key markets and to bring momentum to new product innovations.



The SK-II Magnetic Wand Eye Care product, the first product developed under the Procter & Gamble (P&G) Product Development Agreement (PDA) and the first in the world to utilise OBJ’s magnetic microarray technology, was first introduced to the market at a product launch in Seoul in South Korea in October 2014.

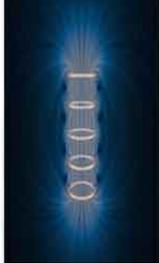
Since that initial launch, the SK-II Magnetic Eye Care product has been launched into Hong Kong, Taiwan, Japan and China and promoted across a number of SK-II digital and on-line marketing media. The overall consumer and business response to this new innovation has been very positive with all of the launch stock being sold out in these markets and attracting a large number of new consumers to the SK-II brand.

Dr Suda Sudarsana, head of SK-II Global Research and Development stated:

*The global beauty and skin care category is a very dynamic and it is critical that we innovate at “the speed of fashion”. Working in collaboration with OBJ has enabled us to leverage its expertise in diamagnetic physics, which in combination with P&G’s chemistry and biology knowledge has resulted in us designing & delivering this innovation successfully to market in record speed.*

*The OBJ team led by Jeff Edwards have not only been true experts in the area of diamagnetism, but have also collaborated seamlessly with the P&G team and have been great partners in innovating together to create value for our consumers as well as our mutual businesses. This success on the magnetic wand is now bringing momentum to our next generation phase of innovation.*

Dr Sudarsana reported that the consumer feedback from all market introductions has been highly favourable and the data accumulated from these initial product launches is now being utilised by P&G to structure forward rollout plans across key markets.



Dr Sudarsana further confirmed that OBJ has been working closely with SK-II in defining the forward plans for new product definitions and styles, bringing greater levels of consumer benefit.

In response, Jeff Edwards, the Company's technical Director said:

*Working with P&G and especially SK-II provides OBJ with a rare opportunity to influence the direction of technology at the very leading edge of the industry. Working with such companies on forward innovations that can span three, four and even five years, allows OBJ to define the innovation pathway and to partner with such companies in forward strategies.*

## Background to the Announcement

On October 2014, the Company announced that the world's first commercial product to incorporate OBJ's magnetic micro-array technology would be launched initially in Seoul, South Korea and then progressively into other key markets, in a staged market evaluation program.

OBJ and P&G had been working on the use of OBJ technology for the Beauty and Grooming industry for some time. Laboratory studies had shown the efficiency of OBJ technology in increased skin penetration, and later clinical studies confirmed that the benefits seen in



laboratory translates well into real consumer anti-aging benefits.

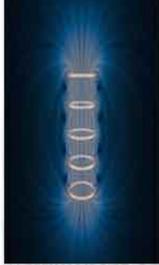
The remaining unknown question for P&G was how well consumers would take to this new innovation, and SK-II was selected as the lead brand to undertake this crucial consumer work.

Consumer reaction to the initial SK-II Magnetic Eye Care product in Seoul South Korea in October 2014

The Company understands that the sales success and consumer reactions data gathered from these initial market trials have now been assembled and analysed and will be used to determine the product strategies for the OBJ technologies going forward.

# OBJ Limited

leaders in magnetic micro-array drug delivery



## 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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