

15 March 2018

OBJ's Secures New Agreement with P&G for Electro-Magnetic Technology

- Paves the way for development of products and consumer propositions using the OBJ technology
- Agreement and execution of product license term sheets to be negotiated as products become defined

OBJ Limited (ASX: OBJ) is pleased to announce that it has executed a Patent and Know How License Agreement with Procter & Gamble (P&G), covering the use of OBJ's electro-magnetic platform technology for commercial use in the skin care field. This follows the initial development agreement as announced on 27 April 2017.

The new agreement allows for the development of products and consumer propositions using this technology.

The parties will negotiate in good faith to agree and execute product license term sheets, which include royalties and/or subscription fees payable to OBJ, as these products become defined.

OBJ's powered magnetic array technology includes the electromagnetic array mnemonics and OBJ's programmable mnemonic technology. This facilitates active ingredient molecule delivery, including programmability, consumer choice and formulation preference.

OBJ delivered 40 prototypes under the original licensing agreement, allowing P&G to conduct initial consumer efficacy testing that will provide feedback integral to development of any final products.

"Negotiations for this agreement have required the contributions of many, a good deal of creative thinking and significant flexibility on both sides," said Mr Jeffrey Edwards, OBJ's Managing Director. "OBJ's electro-magnetic technology brings a very new and exciting approach to skin care advancement across all market channels including online sales, and we look forward to pursuing the commercialisation of this technology."

"Further securing P&G's commitment is an outstanding step forward for the company," said Steve Schapera, OBJ's interim Chairman. "Once commercialised we can see this being a significant value driver for OBJ."

Any further description of the core technology platform associated with this agreement and its application to P&G's intended product range remains confidential.

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About OBJ

OBJ develops proprietary magnetic microarray 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 number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low-cost microarray film technology that utilise diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare 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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