

P&G to Add Two New OBJ Products

- **OBJ has executed two new product development Work Plans with P&G for its skincare business**
- **OBJ is now developing a total of four new products for P&G's skincare business, with a fifth expected to be added in coming months**
- **First product being developed using OBJ's Second Technology**

OBJ Limited (ASX: OBJ) is pleased to announce it has executed two new Work Plans with Procter & Gamble (P&G), setting out the development requirements for two new products based on OBJ's technologies. These new products are scheduled for release in 2019 through P&G's online and retail distribution channels in China and North America.

The new products were proposed by OBJ to expand the capabilities of P&G's skincare device range. This increases the number of new products being developed by OBJ for P&G's skincare business to four, with a fifth expected to be added in coming months.

Under the new Work Plans OBJ will design, develop and manufacture working prototypes of the two new products, ahead of consumer and market testing to be conducted in the coming months.

One of the new products will be the first to use OBJ's second technology, which was licensed to P&G in an agreement announced to shareholders in March 2018.

Jeffrey Edwards, OBJ's Founder and Managing Director said: *"While the design and function of the first product to use our second technology is highly confidential, it will herald in a new age of consumer choice in skincare. I feel that this will be the first of an entire generation of new technology products that seek to address the individual skincare needs of customers throughout the world."*

"The relationship between P&G and OBJ continues to increase in strength and breadth and has set the trend for future device developments."

Since the launch of the first OBJ licensed product in October 2014 by P&G's prestige skincare brand SK-II, P&G and OBJ have lead the skincare industry in the area of device amplified chemistry. Prior to the P&G and OBJ collaboration devices and formulation chemistry acted separately, however the OBJ technologies have enabled devices to enhance the efficacy of skincare formulations for consumers.

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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 utilises 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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