

OBJ Announces the Launch of RÉDUIT

OBJ Limited (**ASX: OBJ**) (**OBJ** or **Company**) is pleased to announce the launch of its first wholly-owned consumer brand, RÉDUIT.

RÉDUIT is a luxury beauty technology brand established by OBJ in Neuchâtel, Switzerland. The brand is focused on performance, simplicity and sustainability, delivering advanced beauty solutions in a user-friendly format for use at home as well as in selected professional applications.

The new RÉDUIT range is based on OBJ's proprietary Magnetic Misting technologies. Initial focus will be on hair-care and hair-styling solutions.



Directors

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The rechargeable RÉDUIT One applicator device is used to apply the haircare and styling products contained within the Hairpods™, another OBJ innovation. Each pod delivers RÉDUIT's proprietary product formulations in the form of a super-fine mist, with the distribution and deposition of individual droplets being controlled by the Company's Magneto-Wetting technology for which international patents have been filed.



With the same level of active ingredients as a traditional 100 to 250ml bottle, each RÉDUIT Hairpods™ offers the same number of treatment applications - yet has a far lower carbon footprint than bulky old-style products. Each pod is fully recyclable through RÉDUIT's own Return & Refurbishment program, ensuring that both the formulation and delivery system have the lowest possible environmental impact.

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In addition to the RÉDUIT One applicator device (RRP of A\$399.00), the first Hairpods™ to be released are: the Precision Conditioner (A\$49.90), the Vapour Strength (A\$69.90) and the Volume Mist (A\$49.90) treatments.

The launch in itself is a first-of-its-kind in the marketing space, with its “20-20” launch campaign: RÉDUIT will be introducing 20 formulation products – one each week – for the next 20 weeks.

“We will be revealing more about what RÉDUIT’s never-seen-before technologies can do, with a whole range of new products and exciting promotions each week. We’ll also be sharing the stories of the inspiration that has been driving our innovation, providing a behind-the-scenes look at the science underpinning our new product concepts, and opportunities to engage in a meaningful way with the brand over its extended launch period” said OBJ’s CEO, Paul Peros.

Initial distribution focus will be on direct-to-consumer sales through the <https://www.reduit.com/> website, the Amazon Launchpad, as well as other key marketplaces such as Alibaba’s TMall, Jd.com and Little Red Book in China. A limited number of digital distributors such as CurrentBody, Lookfantastic, Feelunique and Cult Beauty will be included in the target sales and distribution mix.

Throughout the Northern Hemisphere summer, RÉDUIT will continue to introduce new lines of Hairpod™ products, as well as commercialising additional innovative product concepts based upon the same Misting and Magneto-Wetting architectures.

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ABOUT OBJ

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.

OBJ is a fully integrated Wellness company with an in-house Innovation and R&D unit in Perth, Western Australia. The Design & Technology and Supply-chain hub operates from Dongguan, China, and the Digital Communications team is based in Zagreb, Croatia. Regional Marketing & Sales teams are located in Switzerland, Korea and the UK.

In addition to OBJ’s Innovation, Supply-chain and Marketing assets, it has also established operations via its wholly-owned business units:

- The **Innovation & R&D** Unit provides technology licensing and development services to international partners, as well as to the other business units of the Company.
- The **Design & Technology and Supply-chain** hub in Dongguan, China has the ability to rapidly develop and industrialise the Company’s technologies and innovations in a highly efficient, secure and cost-effective manner.

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- The **Digital Communications** and **Marketing & Sales** organisations are focused on supporting OBJ's consumer brands, RÉDUIT and WELLFULLY.
- **BodyGuard** is the Company's therapeutic unit and develops advanced "direct to site of injury" Patch products for the supplement, healthcare, musculoskeletal, wellness and pain management sectors.

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.

OBJ has significant expertise in the science of magnetic fields:

The first of OBJ's magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields produced by low-cost microarrays film was licensed in 2014 and incorporated into the first products in the same year.

The second magnetic technology, the programmable array technology, employs powered electromagnetic fields that could be altered to suit individual consumer's skincare needs. This was licensed for skincare applications in 2020.

The third magnetic technology uses magnetic fields to alter the wettability of a surface to allow enhanced contact between liquid and solids. Magneto-Wetting is being employed in the Company's current developments in haircare, skincare and surface hygiene, in conjunction with OBJ's recently developed Ultrasonic Mistung technology. International patents have been filed.

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

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OBJ RELEASE

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undertake any obligation to release publicly any revisions to any forward-looking statements 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.

This release has been issued with the authorisation of the Board.

- Ends -

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