

18 August 2020

OBJ's RÉDUIT launches its first Skincare range

OBJ Limited (**ASX: OBJ**) (**OBJ** or **Company**) is pleased to announce the launch of RÉDUIT's skincare range. RÉDUIT is OBJ's technology brand established in Neuchâtel, Switzerland, specifically to commercialise OBJ's enhanced drug delivery technologies in the luxury beauty space.

Following the June launch of the RÉDUIT haircare range (now comprising three applicator devices and 12 Hairpod™ topical products), RÉDUIT now announces its skincare range beginning with the RÉDUIT Spa applicator device (pictured below) and two Skinpods™: Clean Vapor and Hydro Boost. With skincare applications RÉDUIT is more than doubling its target market, as alongside the US\$42 billion haircare market the new range will now also be competing in the US\$78 billion market for skincare*.

Skincare represents the next frontier of applications for RÉDUIT's Ultrasonic Diffusion and Magnetic Misting technology, which originated within OBJ's enhanced drug deliveries portfolio. Combining the two technologies with the Skinpods™ platform, the range meets the needs of those consumers seeking performance with no compromise, both in terms of results and sustainability. As with its haircare range, the skincare range will also be included in RÉDUIT's Return & Renew and Worldwide delivery services portfolio.

The first two products made their debut on Friday 14 August: Clean Vapor, an advanced cleanser that can be part of a daily cleansing routines when applied with water, also works as a potent, standalone make up remover; Hydro Boost is RÉDUIT's game-changing moisturizer, specific for its high-performance hydration action without compromise on comfort and wearability. The Magnetic Misting action of the RÉDUIT Spa applicator with Skinpod™ topical make for the application of a never-before-seen ultra-light film of product maximizing hydration and minimizing the weightless feel of the product on the skin.

The RÉDUIT Spa applicator device adheres to the same high design and quality standards for which the RÉDUIT One hair device is renowned. Performance, combined with intuitive and ergonomic use, results in yet another luxury design that sets the benchmark for sustainability and value proposition.

Over the next two months, the RÉDUIT skincare range will see the arrival of a curated selection of exciting and innovative Skinpods™ and devices, all part of the RÉDUIT 20-20 campaign that started in June.

In addition to sales on RÉDUIT's own site, and a number of global marketplaces, the company has already negotiated a number of placements of the new products with international retailers, in time for the upcoming holiday season.

*Source: L'Oréal estimate of the global cosmetics market in 2018 based on manufacturers' net prices. Excluding soaps, oral hygiene, razors and blades. Excluding currency effects (2018 Annual Report).

Directors

Mr Antonio Varano
Mr Steven Schapera
Mr Jeffrey Edwards
Mr Cameron Reynolds

CEO

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Mr John Palermo

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Figure 1 – RÉDUIT Spa applicator device

Directors

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ABOUT OBJ

OBJ is a fully integrated Wellness company with an in-house Innovation and R&D unit in Perth, Western Australia, as well as Neuchatel, Switzerland. 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 own-brand, RÉDUIT, OBJ also 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's established operations via its wholly-owned business units are:

- The **Innovation & R&D** unit provides technology to the other business units of the Company, as well as licensing and development services to international partners.

18 August 2020

- 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 an agile, efficient, secure and cost-effective manner.
- The **Digital Communications** and **Marketing & Sales** units are focused on supporting OBJ's own consumer brands, namely RÉDUIT and WELLFULLY.
- **BodyGuard** is the Company's therapeutic unit and develops advanced "direct to site of injury" patch products for the wellness and pain management sectors. This technology also has applications across supplement, healthcare, and musculoskeletal 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, positioning the Company as a world leader in the science of magnetic fields as they relate to drug or active-ingredient delivery.

The first of OBJ's magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields, produced by low-cost microarray film, influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level. This was licensed and commercialised in 2014.

The second magnetic technology, the Programmable Array technology, employs powered electromagnetic fields that can 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, substantially enhancing contact between liquid and solids. Magneto-Wetting underpins the Company's current developments in haircare, skincare and surface hygiene, in conjunction with OBJ's recently developed Ultrasonic Mist 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.

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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 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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