

21 August 2020

Reinstatement to Quotation and Operations Update

OBJ Limited (**ASX: OBJ**) (**OBJ** or **Company**) is pleased to announce it will at 12pm EST today be reinstated to quotation of the Australian Securities Exchange.

The Company provides the following overview of operations in conjunction with its reinstatement to the ASX.

- **RÉDUIT Skinpods™** — OBJ recently announced the launch of its RÉDUIT skincare range, initially including the RÉDUIT Spa applicator device and two associated Skinpods™ (Clean Vapor and Hydro Boost). The luxury beauty product utilises RÉDUIT's Ultrasonic Diffusion and Magnetic Misting technology developed as part of OBJ's enhanced drug deliveries portfolio. 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.
- **RÉDUIT Hairpods™** — The RÉDUIT One and Hairpods™ range, the first launched under the RÉDUIT brand, has been rolled out with a focus on both the retail and professional haircare markets. The rechargeable RÉDUIT One applicator is used to apply haircare and styling products that are delivered in the form of a super-fine mist within the Hairpods™. Initial distribution focus has been on direct-to-consumer sales through the RÉDUIT website and select online retailers and marketplaces.
- **Device business** — The Company's device technology business is expecting to announce new product launches in the field of surface hygiene, in addition to beauty technology. These new products will also rely on OBJ's patented enhanced delivery technologies. The device business is being led by OBJ CEO Paul Peros, the former CEO of FOREO, which he grew from start-up to more than \$1 billion in revenue in six years.
- **Bodyguard** — OBJ continues to progress toward an anticipated UK and Australia launch of Bodyguard patches (under the LUBRICEN® brand) during early 2021. The Bodyguard technology is the world's first clinically proven musculoskeletal patch system, delivering therapeutic ingredients to the site of injury and avoiding the side effects of traditional oral treatments.
- **P&G licensing agreement** — OBJ continues to work closely with Procter & Gamble (P&G) under the Master Licensing Agreement between the two companies which has seen five product families using OBJ technology licensed to P&G. The latest development under the licensing agreement is focused on delivering personalised skincare treatment to the consumer by integrating smartphone technology with OBJ technology. The Company has also recently been approached by one of P&G's largest international brands with an interest in incorporating OBJ's technologies into the first of its consumer products.
- **Other R&D** — OBJ's R&D team continues research on applications for the Company's Magnetic Misting technologies, beyond the current Beauty and Hygiene focus. The increasing global interest in buccal and inhalation drug delivery for the treatment of COVID-19 and other respiratory conditions has led the team to explore potential opportunities in the nebulizer field for the Company's misting technologies.

Directors

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

CEO

Mr Paul Peros

Company Secretary

Mr John Palermo

Registered Office:

284 Oxford Street
Leederville
Western Australia 6007
Tel: +61 8 9443 3011
www.obj.com.au
ABN: 72 056 482 636

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- **Capital raising** — OBJ completed a pro-rata non-renounceable entitlement offer, followed by a placement, together raising up to approximately \$4.56 million before costs. The proceeds from the entitlement offer and placement are intended to fund BodyGuard’s regulatory/compliance and commercial launch, device division development and go-to-market activities, redemption of Convertible Notes, as well as providing for general working capital.

“We thank all shareholders for their ongoing support. We are in a strong position with the commitment of our existing and new shareholders, and leadership team, to pursue and execute our business plan and strategy with confidence.” said Chairman Tony Varano.

The Company confirms it is in compliance with Listing Rule 3.1.

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.
- 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.

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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 Misting 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 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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For more information:

Matthew Wright

matt@nwrcommunications.com.au

Phone: +61 451 896 420

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