OBJ RELEASE

27 April 2017

OBJ Licenses Second Technology to Major Multinational Partner

- **A range of the multinational company's products are expected to be based upon the new OBJ technology platform**
- **Initial agreement will see OBJ bank upfront, standstill fees and royalties**
- **A second follow on Agreement pertaining to the new technology platform expected to be signed soon with the partner.**

OBJ Limited (ASX: OBJ) has signed a new agreement with Procter & Gamble for the exclusive rights to another of OBJ's technology platforms. The commercialisation process of the technology will be conducted over two stages, the first focusing on generating consumer responses to the technology and the second for the product to incorporate these responses.

The description of this core technology platform and its application to the partner's intended product range is extremely confidential at this stage. OBJ will report further details at an appropriate juncture.

The partnering company will pay upfront and standstill license and royalty fees over the course of the period of the initial agreement. This includes the delivery of a number of advanced units containing the technology to be used in various consumer trials that will define the end product designs during the second stage. This is expected to ultimately lead to an extensive program of new products utilising the new OBJ technology platform.

This first stage will be conducted under an existing agreement that operates between OBJ and the partnering company, with an addendum to this to cover the new technology platform.

Following the initial consumer work, a second agreement will be executed to allow for the refinement of new products utilising the new technology. This will include gaining feedback over a number of consumer trials expected to be conducted during calendar 2017.

It is recognised by both parties that the new technology platform has been developed to an advanced state by OBJ over a number of years and therefore requires an appropriate license fee structure that reflects this.

The adoption of this new technology platform by the multinational company has the potential to change the manner in which customers interact with multiple consumer products.

The partner will pay for the costs and any out of pocket expenses incurred by OBJ during the term of this agreement, in addition to licensing and royalty fees on products delivered during this first stage. It will then retain the exclusive rights to the technology in their market space.

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"The great value that our multinational partner sees in OBJ is our ability to drive innovation and even greater levels of consumer delight," said OBJ Managing Director Mr Jeffrey Edwards.

"The adoption of this new innovative technology platform substantially expands our ability to influence product direction across multiple brands and categories controlled by the partner."

About OBJ

OBJ develops proprietary magnetic micro-array 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 powdered 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 micro-array 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.

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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 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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