



OBJ RELEASE

8 April 2020

New Procter & Gamble product based on OBJ's second technology

OBJ Limited (**ASX: OBJ**) is pleased to announce that it has executed a new funded Work Plan with Procter & Gamble (P&G) to develop a new product based on OBJ's second technology platform, which was licensed to P&G in an agreement announced to shareholders in March 2018.

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 led the skincare industry in the area of Device Amplified Chemistry.

Prior to the P&G and OBJ collaboration, devices and formulation chemistry acted quite separately, however the OBJ technologies have enabled devices to be used to enhance the benefit of skincare formulations for consumers. This has been an industry trend setting relationship that continues to grow and expand in strength and breadth.

Jeffrey Edwards, OBJ's Founder and Managing Director said: "The advanced features of this new product will herald in a new age of device amplified skincare."

The Work Plan associated with the new product sets out a number of activities, known as Deliverables under the agreement, that OBJ will be performing for P&G. These include the industrial design, electronic circuit design, communications and functional specifications, software engineering and manufacturing support.

These activities are all carried out by OBJ's R&D and Innovation Lab in Perth, Western Australia.

Commercial launch plans of the new product have not yet been finalised.

Directors

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Mr Jeffrey Edwards
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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.

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 to the Procter and Gamble Company in 2014 and incorporated into the SK-II Magnetic Eye Wand 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 to Procter & Gamble for skincare applications in 2018. This announcement pertains to the development of the first product under that license.

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 current developments in haircare, skincare and surface hygiene, in conjunction with OBJ's recently developed Ultrasonic Misting technology.

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.

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

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