

23 August 2017

Australian Patent Office Grants Personalisation Patent

OBJ Limited (ASX: OBJ) is pleased to report that it has received notice that the Australian Patent Office has issued a Deed of Letters Patent No. 2013344818 to the Company for its patent covering OBJ's personalisation technology.

The patent, titled 'A device, system, method, computer programs and data signal for the control of a transdermal delivery device' will be valid from 25 November 2016 and expires on 17 June 2031.

While the initial focus of this patent will be on skincare, the Company is currently working on implementation of this technology across the musculoskeletal, haircare, deodorant and antiperspirant sectors. This also marks the first step in the Company's wider international prosecution of this patent, with other countries now under evaluation.

"This is an important patent for the Company as it combines a number of key intellectual property assets in a single patent directed at a growth sector of the consumer healthcare market," said OBJ Managing Director Jeffrey Edwards.

"The personalisation patent brings together OBJ's programmable array technology and its software system that enables consumers to select specific functions and benefits according to their individual needs. OBJ's personalization provides the consumer the ability to control skin penetration of selected active ingredients through a simple to use graphical interface running on a smart phone, laptop, tablet or other connected device".

This new patent further expands OBJ's growing portfolio of granted patents that now include:

- Skincare microarray – granted in USA and Japan;
- Programmable array – granted in USA, UK, France and Germany;
- Skincare device and fabric care – granted in Australia;
- Oral care microarray – granted in USA and Japan; and
- Personalisation – now granted in Australia.

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.

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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. 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 powered 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.

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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