

# OBJ Limited

Leaders in magnetic enhanced drug delivery technology, products and solutions

## **Welcome to the 2014 Annual General Meeting**

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# Summary Highlights of 2014

- First human clinical trial for P&G using magnetic microarrays
- First human clinical trial for COTY using powered technology
- First multi-product PDA with P&G covering Beauty and Grooming
- Negotiated 3 product work plans with P&G's major brands
- Completed GSK magnetic enhanced analgesics program
- Completed GSK Oral Healthcare Study – awaiting results
- Executed Company's first Technology Licensing Agreement
- Launch of world's first product containing OBJ technology
- Second P&G work plan complete – now entering clinical phase
- First successful clinical validation of BodyGuard technology
- Early discussion with major FMCG over BodyGuard
- Currently expanding PDA scope to include additional work plans

# SK-II Product Launch



**SK-II MAGNETIC EYE CARE**



SK-II  
World Launch

- SK-II 세계 최초, 반자성 테크놀로지를 접목한 아이 스킨 케어
- 2014년 10월 1일 SK-II 글로벌 마켓 최초 한국 출시
- 스템파워 아이크림 성분을 3배 더 많이 흡수시켜 주는 혁신적인 SK-II 마그네틱 아이 스틱
- 더 커 보이고 또렷한 눈매를 위해, 눈가 주요 3포인트의 탄력을 꼭 채워주는 SK-II 스템파워 아이 크림
  - 잃어가는 눈꺼풀을 팽팽하게
  - 높아지는 눈 밑을 탄탄하게
  - 처지는 눈꼬리를 사포하게

SK-II  
EYE CREAM



# Lotte Downtown Seoul, South Korea



# Lotte Downtown Seoul, South Korea





# Celebrity Promotions



# Procter & Gamble – Summary 2014

- Execution of the multi-product Product Development Agreement earlier this year included the first three product work plans
- The completion of the first work plan now converted to first Licensing Agreement and first Product Launch
- The other two PDA work plans are progressing with one complete now entering clinical phase and the other nearing completion
- Additional work plans involving new P&G brands are currently being finalised and will expand the PDA scope

# Procter & Gamble (cont)

- The launch of OBJ's first licensed product in South Korea has been an outstanding success
- Launch dates now fixed for Hong Kong and Taiwan (December 2014) with Japan and China commencing January 2015
- SK-II Phase II product developments well advanced
- Additional applications within other SK-II-like franchises under discussion with P&G in the USA
- An excellent relationship with solid and expanding potential

# Coty and Philosophy

- Dermaportation was OBJ's original technology granted patents in Europe and the USA
- Excellent results in the consumer trial efficacy study in 2013 progressed the relationship
- OBJ completed the development of Dermaportation delivery fields for specific Coty ingredients
- OBJ and Coty currently working together on a new product design

# GlaxoSmithKline (Oral Health)

- UK Regulators clear Ethics roadblock by confirming non-medicinal status of OBJ technology
- UK Clinical Study moved forward and has now been completed
- Data examination and statistics to be completed by early 2015
- GSK requested and was granted extension to exclusivity to accommodate this program
- OBJ free to seek other partners in the powered toothbrush category

# GlaxoSmithKline (Analgesics)

- Successful completion of Phase I formulation development program
- Successful completion of Phase II formulation optimisation
- Now awaiting clinical validation of optimised formulation
- Further discussions now being held with GSK regarding the possible next steps



***BodyGuard***

*Increasing joint mobility and enhancing active lifestyles*

# BodyGuard – summary 2014

- Lubricen™ listed and approved by TGA
- Global regulatory assessment identifying minimal barriers to market in key geographies – US, EU, Japan, China
- Successful functional evaluation trial showed 14% improvement in joint function
- Clinical and consumer evaluation programs set for 1<sup>st</sup> quarter 2015

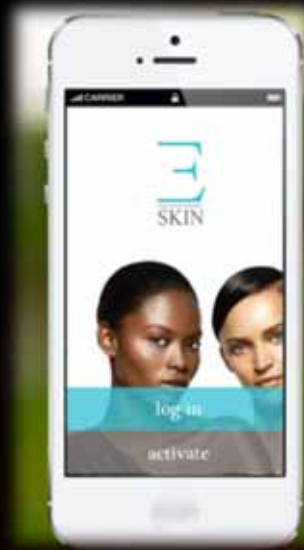


# BodyGuard (cont)

- Advanced manufacturing technologies and product designs
- Worldwide patent protection applied for IP lodged
- Clinical Trial agreement with UQ, well advanced to be led by Prof Tony Wright
- Approached by larger international FMCG company with view to partnering

# Internal Development Programs

OBJ is establishing two new divisions to advance and develop BodyGuard-like programs in the fields of:



## E-Skin

To develop advanced personalised skincare platforms and an e-commerce system for the cosmetic and skincare sectors



## Surface Penetration

To develop advanced skin hygiene, surface antiseptic and surface penetration product platforms

# Other Highlights for 2014

- Expanded laboratory team and analytical capabilities to cope with the increased demand of our client base
- Realigned BD programs to reflect increased activity in USA and Asia
- Redesigned Website

# OBJ Limited

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Thank you