

9 August 2010

## SHAREHOLDER UPDATE

The Company is pleased to provide Shareholders with an update of the Company's strategies for partnering, product development and expansion of its internal resources.

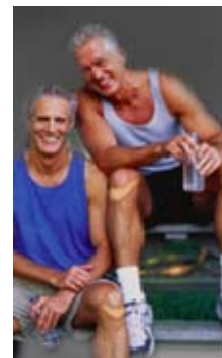
OBJ Ltd has been advising shareholders of its dialogue with major pharmaceutical, cosmetic or consumer healthcare companies that may lead to the use of OBJ technologies in a wide range of commercial products. These often lengthy processes are progressing and management is pleased with achievements to date as the Company moves to evaluate commercial opportunities.

### MARKETING ACTIVITIES EXPAND INTO NEW FIELDS

The broadening of OBJ's technology platforms and the recent recruitment of Dr Kevin Hammond as International Partnering Manager, has allowed OBJ to develop strategies and technology solutions specific to the needs of four markets sectors. These are pharmaceutical, cosmetic, consumer healthcare and the emerging industrial applications sector. Commercial confidentiality provisions of existing arrangements prohibit the release of details however the Company can report that partnering programs are progressing across the following market sectors:

- **PHARMACEUTICAL**

The pharmaceutical sector is characterised by long lead times and high regulatory barriers. However the potential returns are correspondingly high. As one example, OBJ is working with one of the world's largest pharmaceutical companies in consumer acceptance testing for a patch version of an existing multi-billion dollar product currently sold internationally. Other programs continue with a number of major pharmaceutical companies across this market sector.



- **COSMETIC**



The cosmetic market is attractive for the Company as it offers limited barriers, rapid path to market with high volume sales potential. OBJ is currently working closely with two of the world's foremost cosmetic brands for the design and development of new products involving OBJ's eM-patch and FIM technologies. Discussions are currently centred around the design of various evaluation and product development programs that will quantify consumer benefits, establish the framework of product claims and undertake consumer testing.

- **CONSUMER HEALTHCARE**

Consumer healthcare is another market sector with rapid speed to market, limited regulatory barriers and with high potential sales volume.



OBJ is active in this sector and has a number of international collaboration program discussions underway utilising OBJ's ETP and FIM technologies. The highly competitive nature of this sector necessitates strict confidentiality on both the target market and the

active ingredients used. OBJ is in discussion with five of the world's largest companies across a variety of applications in consumer healthcare and remains hopeful of securing commitments from these discussions.

- **INDUSTRIAL**

The newest area for OBJ is the industrial sector and involves the use of OBJ's FIM methodology to interact with liquid to solid interfaces. The same techniques that allow OBJ to deliver drugs to follicles and minute pores within the skin also give OBJ the tools to modify how liquids and solids interact. Surface hygiene, disinfection and penetration are potential areas under investigation by OBJ. The high volume and speed to market makes this a potential immediate growth area for OBJ. Discussions are currently underway with leading international groups to further explore suitable applications in this sector.



#### **INTELLECTUAL PROPERTY - SIX NEW "FIELD OF USE" PATENTS LODGED**

Over recent months, the Company has undertaken a significant expansion of its IP and patent portfolios with the lodgement of six additional "Field of Use" patents covering the major commercial areas of interest to OBJ's partner companies. These are designed to provide OBJ (once granted) with broad exclusivity and allow the efficient and effective licensing across key markets.

#### **NEW RESEARCH MANAGER EXPANDS TECHNICAL TEAM**

With the expansion of OBJ's marketing activities over recent months, the Company recognised the need to have greater technical and scientific resources to support internal research and international partnering activities. The Company is pleased to announce the appointment of Dr. Matthew McIldowie as Research Manager. Dr. McIldowie is a bio chemist who will lead the Company's product research programs in both the biological and non-biological areas. Dr. McIldowie will be building a research team to work alongside partnering companies.

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#### **For more information:**

Mr Glyn Denison

Director

P +618 9443 3011

E [info@obj.com.au](mailto:info@obj.com.au)

W [www.obj.com.au](http://www.obj.com.au)

#### **About OBJ:**

OBJ Ltd is an early stage drug and cosmetic delivery company focused on the development and commercialization of transdermal and transmembrane patches and applicator technologies. OBJ develops low-cost, high-performance patch and applicator products and undertakes partner funded developments using the Company's platform of magnetic enhanced drug delivery technologies. OBJ's business focus is the development of new products for supply or licensing and providing feasibility assessments, patch formulations, testing and intellectual property development services to partner companies.

#### **About OBJ's Technologies**

OBJ's proprietary drug delivery platform utilizes magnetic field and magnetic micro-array processes to enhance the delivery of therapeutic and beneficial compounds through the skin, tooth, hair and other biological barriers. OBJ's technologies have been shown in multi-centred university studies and independent commercial evaluations to enhance transdermal drug delivery of a wide a wide range of commercially significant drugs and peptides used in the pharmaceutical, dermatology, cosmetic and consumer healthcare sectors.

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ABN 72 056 482 636

284 Oxford Street, Leederville 6007 Perth, Western Australia

Telephone +61 8 9443 3011 Facsimile +61 8 9443 2859

[www.obj.com.au](http://www.obj.com.au)