



## Strategic Alliance with Global FMCG Company

OBJ Limited (ASX: OBJ) announced today that it has executed a Letter of Intent to establish a Strategic Alliance program with one of the world's leading Consumer Products companies for the evaluation of OBJ technologies across multiple product categories.

The Letter of Intent for the Strategic Alliance sets out a program of technical evaluations that, if successful, should lead to an initial 5 year Strategic Alliance for the design and development of a wide range of consumer products incorporating OBJ's micro-array and FIM® drug delivery technologies.

Under the Strategic Alliance, OBJ will work exclusively with the FMCG company in specific product areas and the FMCG company will work exclusively with OBJ in enhanced delivery.

If agreed developmental objectives and criteria are met, and the FMCG company commercialises products within the field, OBJ will grant a license for each product within the field and receive royalties for a period of 5 years or life of patent, whichever is longer.

The Strategic Alliance and terms set out in the Letter of Intent represent an important milestone for OBJ.

The Alliance progresses the Company's technologies into more focused product development programs. Furthermore, the proposed Strategic Alliance validates the Company's decision to engage with major international partners outside the traditional pharmaceutical field and to explore enhanced performance of consumer products as well as prescription and non-prescription medical applications.

The Strategic Alliance is a new relationship for the Company and is in addition to programs and collaborations in the Fast Moving Consumer Goods (FMCG) sector previously announced.

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# OBJ Limited

leaders in magnetic micro-array drug delivery



## **About OBJ:**

OBJ is a leading developer of magnetic micro-array formulation delivery enhancement technologies and retains over 100 years combined expertise in the pharmaceutical, healthcare and consumer goods sectors.

OBJ partners leading 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 provides partnering and design expertise in:

- Transdermal Drug Delivery
- Cosmetic and Therapeutic Skincare
- Oral Health, Haircare and Deo-actives
- High Penetration Surface Care and Hygiene
- Fabric and Carpet Care

OBJ offers a portfolio of proprietary technologies with filed patents and supports partners by providing market exclusivity, expertise in magnetic array design, feasibility and efficacy trials.

## **About OBJ's Technologies**

OBJ has developed a platform of proprietary physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations at the molecular level.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhanced diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ is the first company to develop low-cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

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