



**Chairman's Address  
Annual General Meeting 2010**

The year has seen a number of significant advances undertaken in the development of OBJ's businesses as its technologies are presented to the pharmaceutical, dermatological, healthcare, homecare and hygiene application sectors. A key development during the year has been the advent of the Field-in-Motion or FIM® technology. In basic terms, FIM® is a means of enhancing the diamagnetic effect by moving an applicator in certain directions. Significantly, this has now allowed OBJ to move into far broader market sectors such as homecare and consumer healthcare markets not previously available. A feature of these new market sectors is the much larger volumes of goods sold and far lower regulatory barriers to entry. The Company is already in strong relationships with several major consumer goods companies featuring FIM®.

The Company now offers three forms of diamagnetic technologies to its markets in:

- the original Dermaportation which is a powered patch application best suited for pharmaceutical drug delivery markets;
- the ETP powerless patch technology ideally suited to the consumer healthcare, oral health and cosmetic skin care products; and
- the FIM® powerless patch best suited for the haircare, hygiene and industrial markets.

OBJ has been able to build up its R&D team with Dr Matt McIlldowie joining the Company during the year as OBJ's Research Manager and he is already making invaluable contributions to the Company's technology development.

The principal path to commercialise OBJ's technologies is by partnering with major international companies in these market sectors. The objective has been to secure companies to embrace OBJ's technologies to use as a preferred delivery medium for multiple applications. It is very pleasing that OBJ has achieved a significant breakthrough during the year in signing a Letter of Intent with a major FMCG company that has identified several of its product formulations that may be suited for delivery via OBJ's technologies. This program calls for initial internal testing of the FMCG company's formulations, and subject to the success of that internal testing, to be followed by negotiations for on-going development and possible licensing across these multiple applications.

The recent announcement by the major pharmaceutical and healthcare company GSK that the testing program using FIM® is intended to significantly move a step forward into in vivo testing is particularly pleasing in the development of potential licensee relationships.

During 2010 the Company engaged the services of Dr Kevin Hammond as its International Partnering Manager and he now leads the Company's program of forging constructive relationships with key partnering companies, the bulk of which are either European or United States based. This program has gathered pace during the year and we are very pleased with the relationships that are building across several FMCG companies and GSK as well as others now in their infancy. During this year, the Company also conducted a program with U.S. manufacturer 3M and as a result OBJ is now able to offer its potential partnering companies, the means of manufacturing its patches and applicators to the highest standards in the industry.

OBJ's primary strategy of engaging targeted potential licensees for the technology has and remains a principal route to commercialisation of the technologies via licensing-style agreements. We remain confident that this offers OBJ the least cost development and distribution path to market.

There are a number of stages that any licensing arrangement must pass through that would enable a targeted partnering company to adopt the OBJ technology as a preferred drug delivery alternative. This includes undergoing its own internal testing program, its own product marketing development program, a technical and manufacturing development process and final manufacture and distribution. This process can often be measured in years and the timelines are very much controlled by the partnering company. In order that this process can be better streamlined, OBJ has taken the decision to undertake some of the preliminary testing (in vitro and in vivo) internally and provide the results to the targeted companies with which OBJ intends partnering.

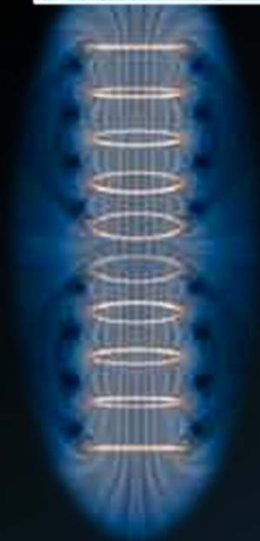
Essentially, OBJ will itself conduct some of this initial work that would otherwise be done by our partners and will engage external testing facilities to progress the testing program.

Please see the Investor Relations section of OBJ's website for the Presentation shown to this Meeting.

In closing, I would like to thank all of our shareholders who are making the development of OBJ and its products the success we have enjoyed this year and we approach 2011 with much work to do but with satisfaction as to the relationships with potential partnering companies that have engendered.

Thank you

**OBJ Limited**



# Annual General Meeting 2010



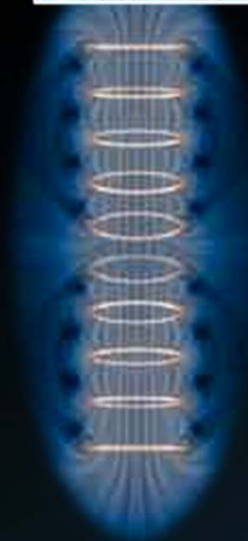
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# OBJ Limited



Leaders in the development of magnetic and magnetic micro-array enhanced drug delivery



Developing next generation products in

**Pharmaceutical, Dermatological,  
Healthcare, Homecare and Hygiene  
Applications**



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# Technology Evolution

Each step opened new markets, product development and partnering opportunities

DERMAPORTATION™

Pharmaceutical

Drug Patches  
In-clinic delivery devices

EM-PATCH™

Consumer Healthcare  
Oral Health  
Cosmetics & Skincare

Anti-inflammatory  
Anti-perspirant  
Teeth Whitening  
Remineralisation  
Anti-aging  
Dermal Hydration

FIM™

Haircare  
Surface care  
Hygiene  
Industrial

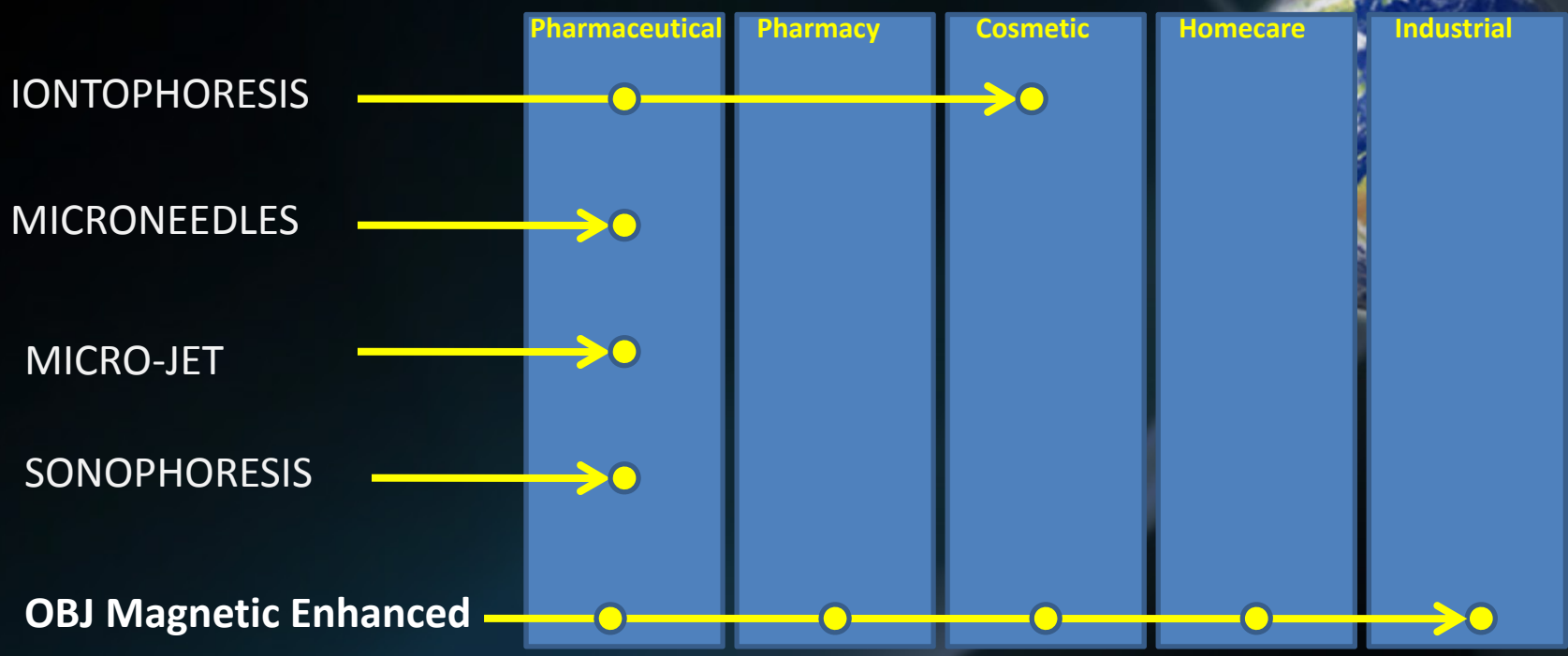
Hair Brushes & Depilatories  
Surface cleaning wipes/  
applicators  
Sanitation & Disinfection

*Product performance enhancement through  
physical rather than chemical science*



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# Competing Drug Delivery Technologies

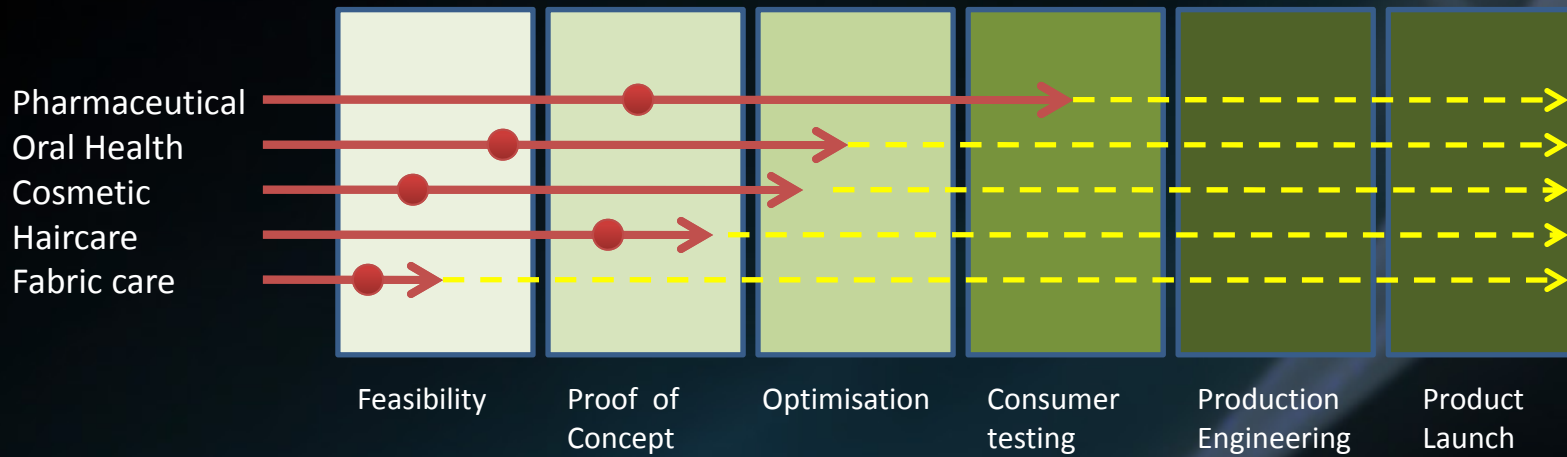


OBJ is the first to develop an active drug delivery technology that meets all the cost and usability needs of the wider commercial market



# Commercial Strategy

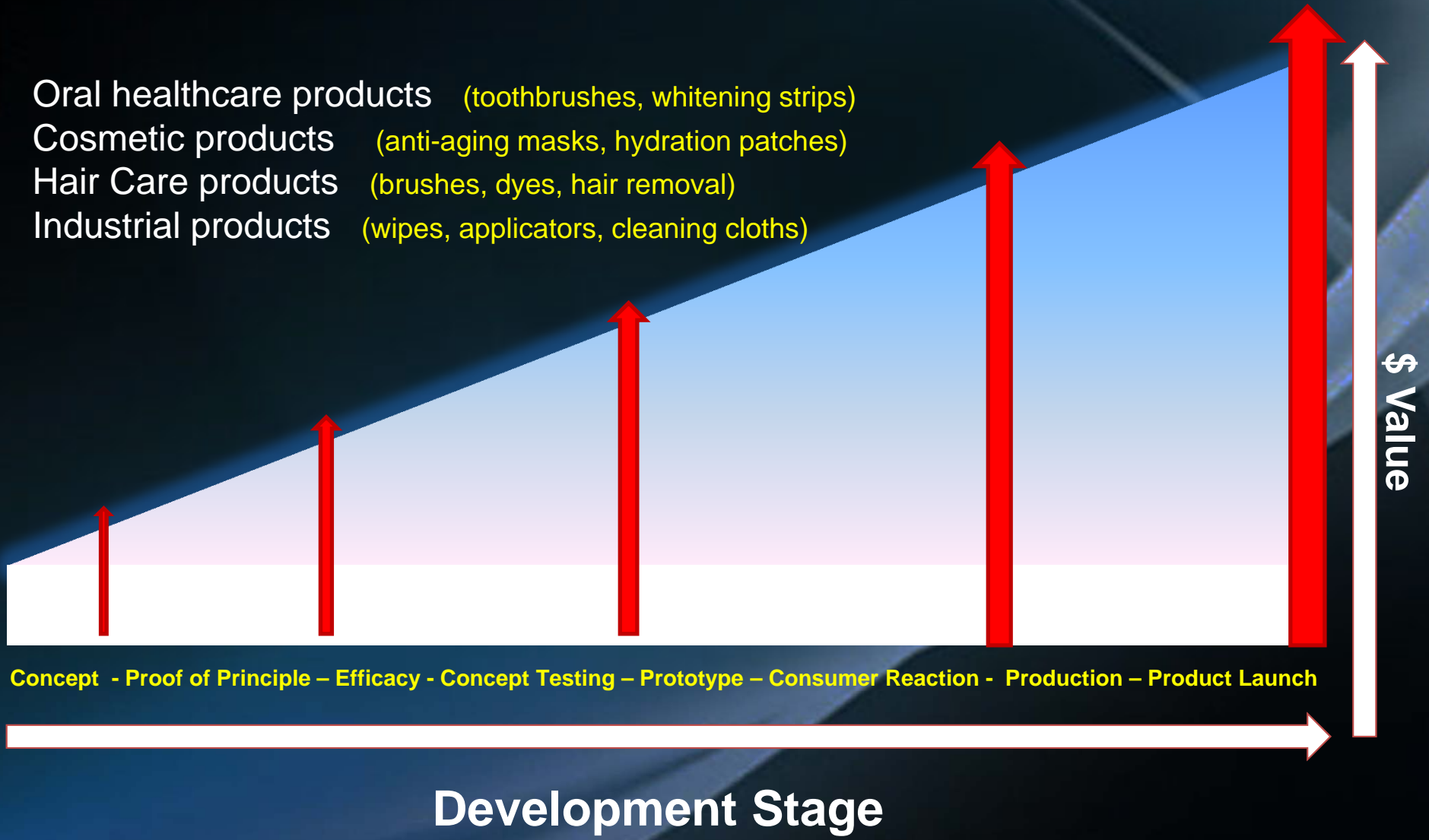
With each product or development opportunity, OBJ retains the option to out-license, partner or take through to commercial production in its own right.



As partner time frames are traditionally 3 to 5 years, OBJ may take specific products forward if our partners' time frames are not compatible with our own

# When to partner?

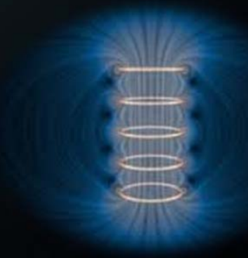
- Oral healthcare products (toothbrushes, whitening strips)
- Cosmetic products (anti-aging masks, hydration patches)
- Hair Care products (brushes, dyes, hair removal)
- Industrial products (wipes, applicators, cleaning cloths)





# Summary...

- ◆ Economics
  - Low cost, Good shelf-life, Single use or Re-usable
  - Opportunity for reduced active levels
  - Exhaustible reservoir potential
- ◆ Adaptable Format
  - Patches, strips, wipes, applicators, and devices
- ◆ Active Compatibility
  - Wide range of molecules and compounds (inc. peptides, nanoparticles)
  - Chemically non-invasive
- ◆ Engineered Delivery Profiles
  - Release and Penetration Speed
  - Overall delivery profile
  - Depth of penetration
- ◆ Intellectual Property
  - Proprietary technology platform
  - Opportunities for application specific patents.



# Thank You

***OBJ – a new force in drug delivery and consumer product enhancement***

