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**OBJ Limited**

Leaders in magnetic enhanced drug delivery technology, products and solutions

# Annual General Meeting 2013



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SCIENCE**

by OBJ

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Developing and partnering the creation of next generation products in

# Cosmetics and Skincare, Consumer Healthcare, Oral Health and Pharmaceutical Products



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# Highlights of 2013

## Procter & Gamble

Following completion of a clinical study into the effect of OBJ's magnetic microarray technology, P&G and OBJ are in negotiation regarding the possible product development of the first application for OBJ's technology within P&G's product range.



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# Highlights of 2013

## Coty and Philosophy

Philosophy completed a large clinical efficacy study using OBJ's powered technology during 2013.

In response to the outcomes, Philosophy and OBJ are currently negotiating a Product Development Agreement.



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# Highlights of 2013

## GlaxoSmithKline (Oral Health)



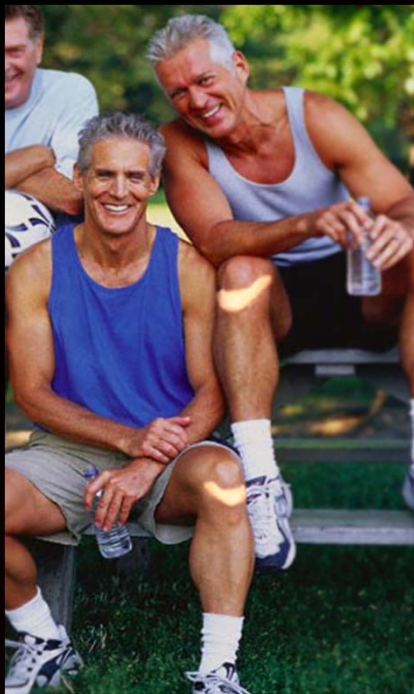
Completion of multiple *ex-vivo* studies in the UK under the GSK Collaboration Agreement, the first in-mouth studies in humans and more recent progress with additional key ingredient studies have resulted in a large clinical efficacy study to be undertaken in the UK.



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# Highlights of 2013



## GlaxoSmithKline (Pharmaceuticals)

Completion of the Phase 1 optimization program under the GSK Collaboration Agreement using OBJ's Field-in-Motion technology has resulted in negotiations to expand into a larger Phase 2 program.



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# Highlights of 2013

## OBJ's Own Products - BodyGuard

2013 has seen major progress in the Company's Bodyguard programme with the first product currently under clinical trialing under the supervision of Professor Tony Wright.



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# Other Highlights

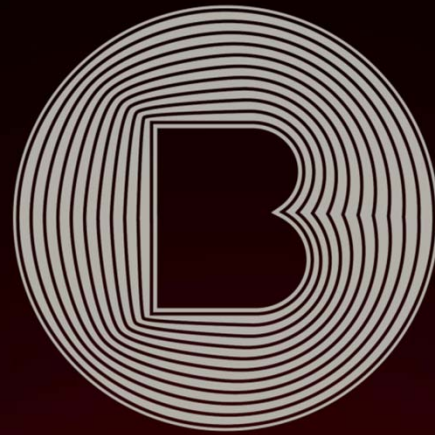
- Appointed Operations Manager to oversee production and manufacturing
- New test models and expertise has extended OBJ's influence with partners
- Expenditure has been strictly contained.
- Capital raising now ensures the Company is well capitalised to meet immediate needs.



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# B-FIELD SCIENCE

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**BODYGUARD PROJECT UPDATE**

**George Tsadilas**

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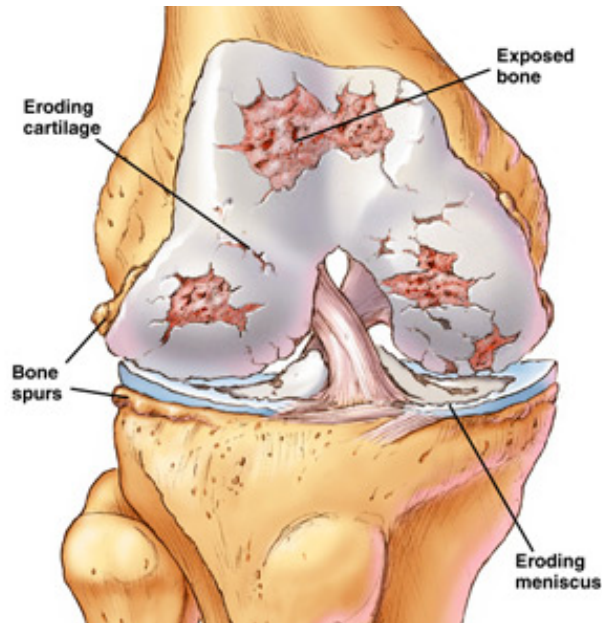
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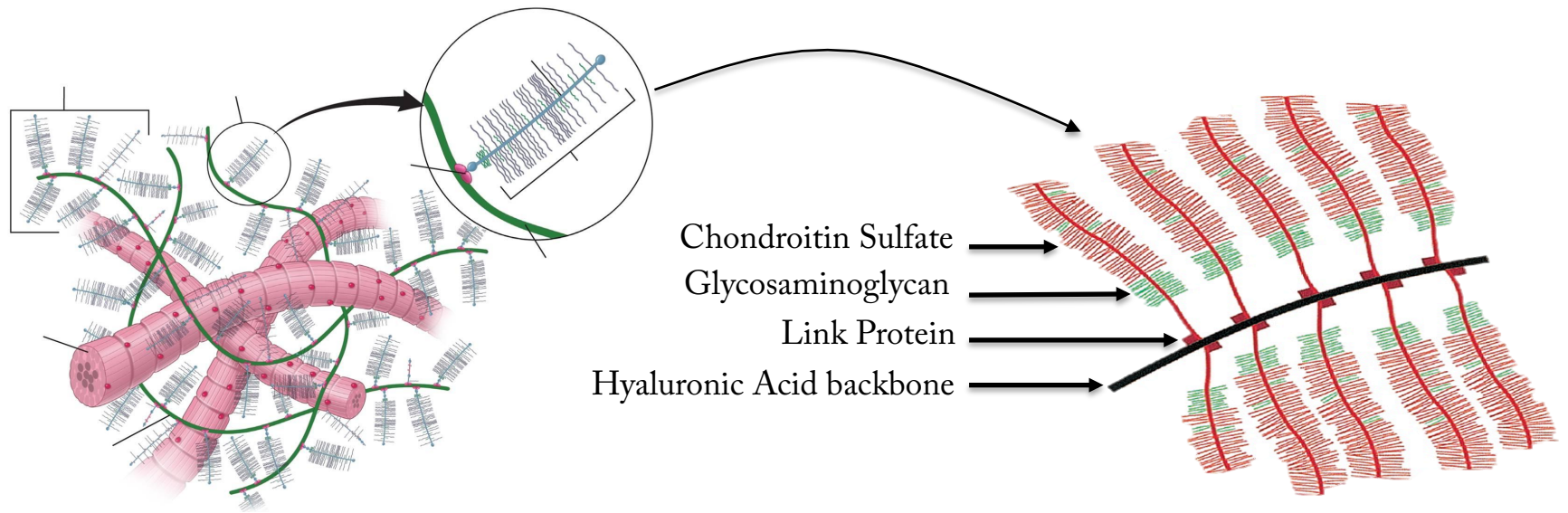
# OVERVIEW

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- Develop a musculoskeletal patch to address the increasing incidence of knee pain resulting from degrading cartilage in active people
- Expedite the commercialisation pathway by developing a market ready product for (a) partnering with a global consumer company or (b) OBJ to launch independently

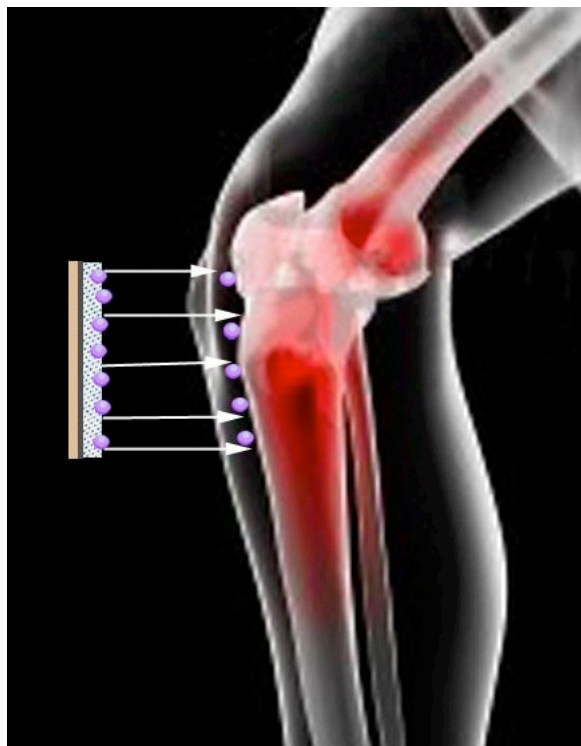
# FORMULATION



- Formulation has been optimised to support synovial fluid function
- Developed in conjunction with London School of Pharmacology
- Registered trade name of *Lubricen*
- Active ingredients are complimented by a permeation enhancer

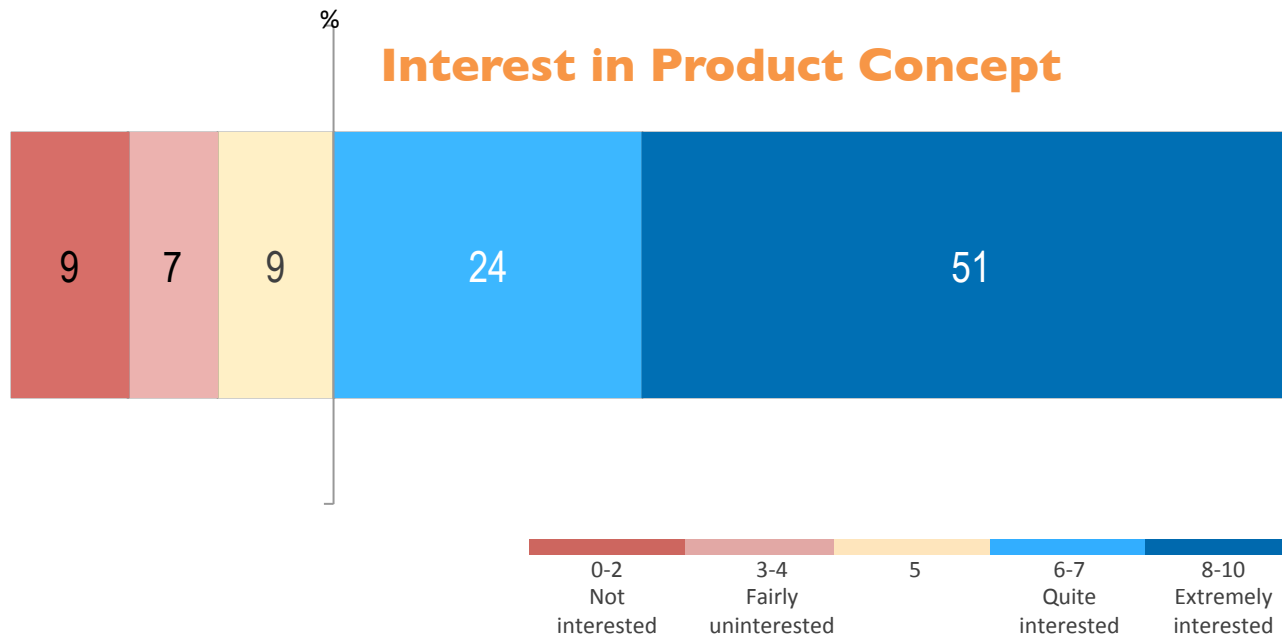
# TRANSDERMAL DELIVERY

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- Large molecular weight of active ingredients require an intervening force to penetrate the body's epidermal layers
- OBJ's ETP has shown to be significantly more effective at delivering these active ingredients.

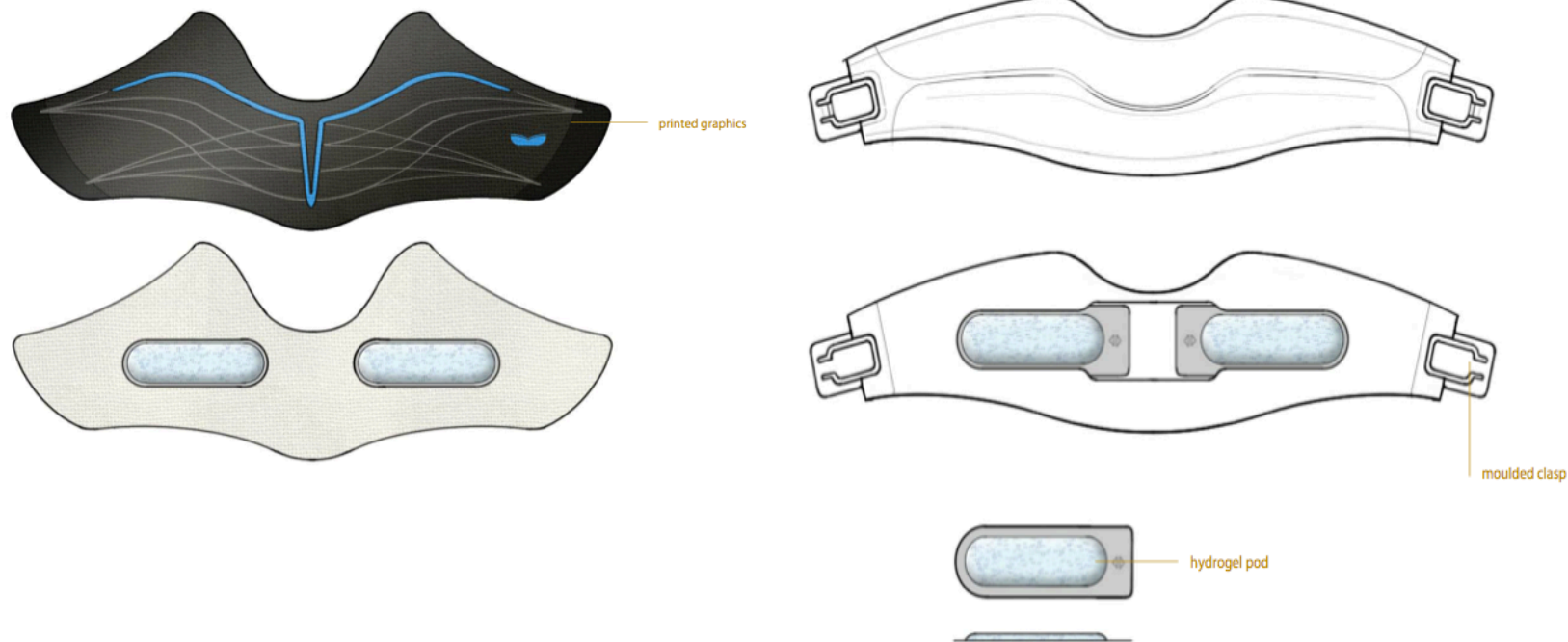
# MARKET VALIDATION



- Extensive research conducted: Quantitative (3,000 UK and 1,000 AUS respondents) and Qualitative (8 focus groups in UK)
- A substantial market of knee pain sufferers exists
- Significant interest in the product concept and for trial purchase
- GP's and Physios emerged as the key influencers



# DESIGN & PROTOTYPE



- Partnered with *Design & Industry* to design and engineer prototypes
- Two product directions taken to appeal to a range of lifestyles
- Low cost disposable adhesive patch
- Durable strap with a recurring consumable - formulation pods encapsulated in a technology module

# PRODUCT TRIAL



- Study to test product efficacy and consumer perceptions
- Protocol and study methodology developed by Professor Tony Wright
- 20 x active 40-55 year old males with knee pain
- Baseline ALF testing then retest after product intervention

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