



SK-II COMMITS TO WIDER ROLL-OUT OF THE OBJ TECHNOLOGY

OBJ Limited (ASX: OBJ) is pleased to report that the results of the SK-II Eye Wand market launch across key Asian markets have been excellent and have exceeded P&G expectations.

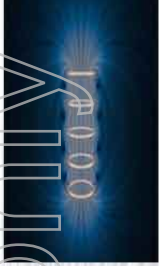
The excellent overall consumer and business response to this first OBJ product has now resulted in a further expansion of the current relationship with SK-II and P&G to now include:

- the development of a new next-generation SK-II product based on OBJ technology;
- the upgrading of the SK-II Eye Wand product from its initial market launch status to become a permanent feature of SK-II's expansion plans going forward; and
- the creation of a 3 to 5 year multi-product development and innovation program known as "Lighthouse" to utilise OBJ's technology as a platform across multiple future products.

Dr Suda Sudarsana, Head of SK-II R&D, said

"The global beauty and skin care category is very dynamic and it is critical that we innovate in distinctive yet meaningful ways to deliver delight to the discerning consumers we serve. Working in collaboration with OBJ has enabled us to leverage its expertise in diamagnetic physics, which in combination with P&G's chemistry and biology knowledge has resulted in us designing and delivering innovation that delights successfully to market in record speed. The OBJ team have not only been true experts in the area of diamagnetism, but have also collaborated seamlessly with the P&G team and have been great partners in innovating together to create value for our consumers as well as our mutual businesses. This success on the magnetic wand is now bringing momentum to our next generation phase of innovation."





The SK-II Magnetic Eye Wand was introduced to the world at a product launch in Seoul in South Korea in October 2014. Since that initial product launch, the Magnetic Eye Wand has been introduced to the markets in Hong Kong, Taiwan, Japan and China and across a number of SK-II digital and on-line marketing channels. The overall consumer and business response to this new innovation has been very positive and SK-II is now looking to expand the OBJ micro-array technology platform forward and further.

Next Generation products

OBJ has been working closely with SK-II's R&D teams in Japan and with P&G production groups in Singapore through 2015 in the design and development of SK-II's next product to be built on the OBJ technology platform. The first of the new products, code named Wave-II, is now under final development with manufacturing plans at an advanced stage and marketing plans under construction.

Eye Wand to become permanent SK-II feature

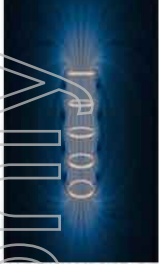
The initial Eye Wand product has exceeded all P&G consumer and business expectations having now been launched across several markets. As a result of this success, the Eye Wand will now become a permanent and key product in SK-II's future promotional and marketing programs.

3 to 5 year multi-product development and innovation program

Since the beginning of 2015, OBJ and P&G have been working closely together on a major multi-product innovation program known as "Lighthouse". This program sets out a series of timed product releases and new innovations in skincare science, underpinned by the OBJ technology that will be launched over the next 3 to 5 years.

"Locking OBJ technologies into the future development plans of P&G and SK-II is a major accomplishment for OBJ and one that we are all extremely proud of"
said Glyn Denison, Director of OBJ.

"The commitment from both parties to delivering true and meaningful product innovation, built upon OBJ world-class technology platforms, is a measure of the commitment and professionalism of the OBJ team over many years. We are now seeing significant investment from our global partners in products that incorporate OBJ's technologies."



Background to the Announcement

The SK-II Eye Wand product was the first product to emerge from the P&G Product Development Agreement (PDA) announced to the market in April 2014. The SK-II development was one of two Work Plans initially assigned to that Agreement.

OBJ now has 5 such Work Plans in various stages of completeness with separate major franchises under the P&G global banner and an additional two Work plans in draft format.

About OBJ:

OBJ develops proprietary magnetic micro-array drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors. OBJ partners 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 offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

About OBJ's Technologies:

OBJ developed a platform of 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 and patent protected 3-D arrays and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ develops 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.

OBJ has recently added another technology to its platforms. The new DCE technology also uses weak atomic forces to manufacture and control the behaviours of emulsions as gels during application to the skin.



Forward-looking Statements

This announcement contains certain “forward-looking statements” concerning OBJ. Where OBJ expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with OBJ and the industry which may affect the accuracy of the forward-looking statements. OBJ does not undertake any obligation to release publicly any revisions to any forward looking statement to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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