

17 July 2017

## INTERNATIONAL LAUNCH OF SK-II MAGNETIC BOOSTER

**OBJ Limited (ASX: OBJ)** is pleased to announce that the SK-II Magnetic Booster, the second product to be licensed to P&G incorporating OBJ technology, has now been launched in Singapore with a wider release scheduled over the coming months.

Initial consumer reaction to the product has been described by SK-II senior management as 'extremely exciting'.

The product Magnetic Booster was developed by OBJ under the internal development name of Wave II. The device contains a number of OBJ-developed innovations which include the skin-sensing switching technology, the vibration system and the multiproduct magnetic micro array that allows the Magnetic Booster to be used across a select number of SK-II skincare products.

The Magnetic Booster launch commenced with a limited release at Singapore's Changi Airport earlier this month, highlighting the importance of the Travel Retail business to premium brands such as SK-II.

The public release of the Magnetic Booster is scheduled for later this month, with progressive rollouts in Japan, Korea, Singapore, Taiwan, China, Hong Kong, Malaysia and Indonesia occurring between July and October.

OBJ has not been informed by P&G whether the Magnetic Booster will be taken up by other P&G brands or taken into the USA, Europe or other markets outside of Asia.



"The Magnetic Booster is an excellent product at multiple levels," explained Jeff Edwards, OBJ's Managing Director. "It is elegant in design, beautifully engineered and superbly executed by SK-II. It has been a privilege to be involved in its creation and enormously rewarding to see it launched in the international prestige market."

The collaboration between OBJ and P&G in the development of the SK-II Magnetic Booster was led by Dr Suda Sudarsana, SK-II's Head of Research and Development.

The SK-II Magnetic Booster is the second successful collaboration between SK-II and OBJ, after the Magnetic Eye Wand, which has resulted in a successful international product launch.

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P&G has licensed two further products from OBJ which are currently progressing through the development pathway.



## About OBJ

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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

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OBJ has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powdered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low-cost micro-array film technology that utilise diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare and consumer products.

## Forward-looking Statements

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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.

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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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