

## Annual General Meeting 2018

Productivity, Sample quality and Integrity



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# Highlights

- World first, highly differentiated technology, with protected IP
- >\$200M growing target market, very large adjacent markets
- Dramatically increasing partner pipeline, 29 readers sold, up from 14 FY17
- Well advanced product development
- Partner opportunity conversion with three executed licence and supply agreements and Bluechip Enabled products in manufacture
- Growing partner supply, over 250k chips delivered in 2H FY18.
- Initial repeat revenues with sales up 136% Y.O.Y
- Orders in hand with a three year supply agreement over \$US11.6 million (\$A15.9 million) with Labcon
- \$7.5m Capital Raised in September 2018



Improved  
productivity



Increased  
Sample Quality



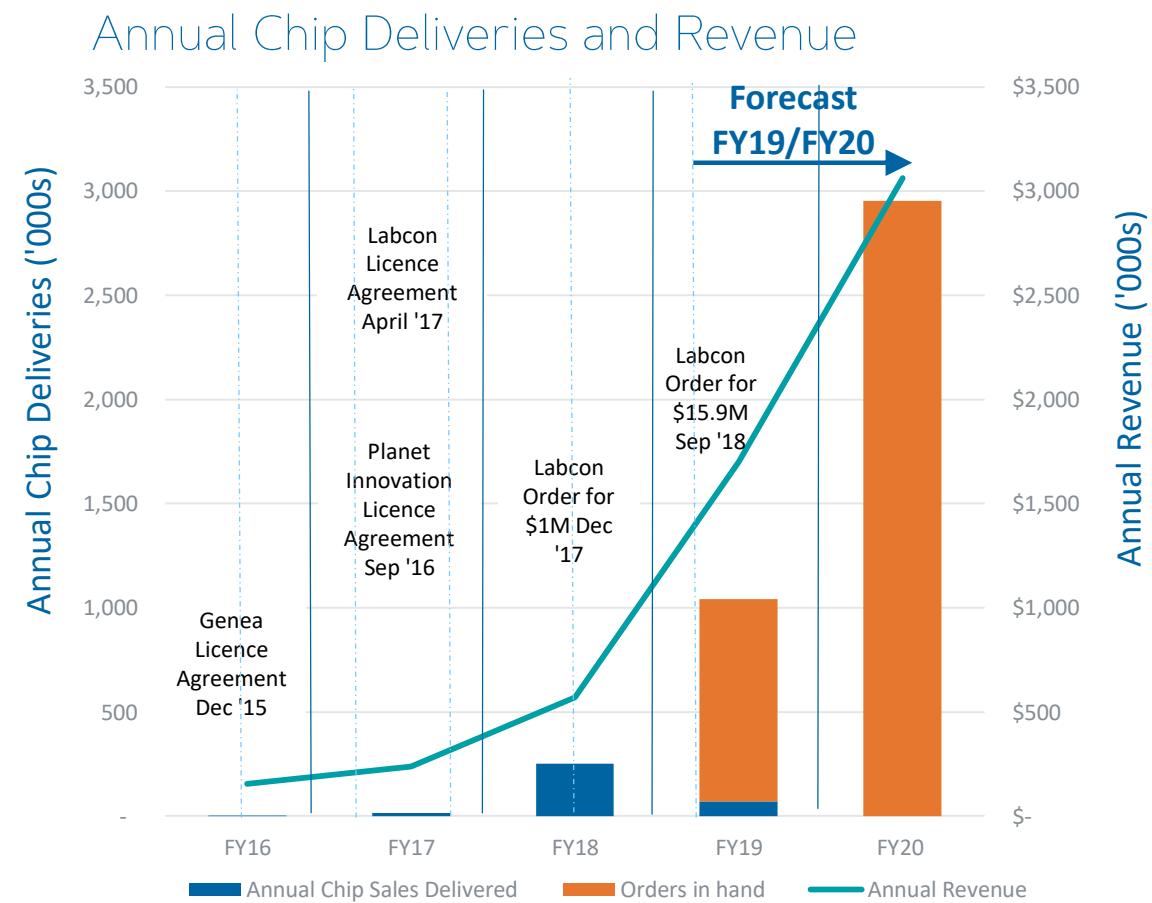
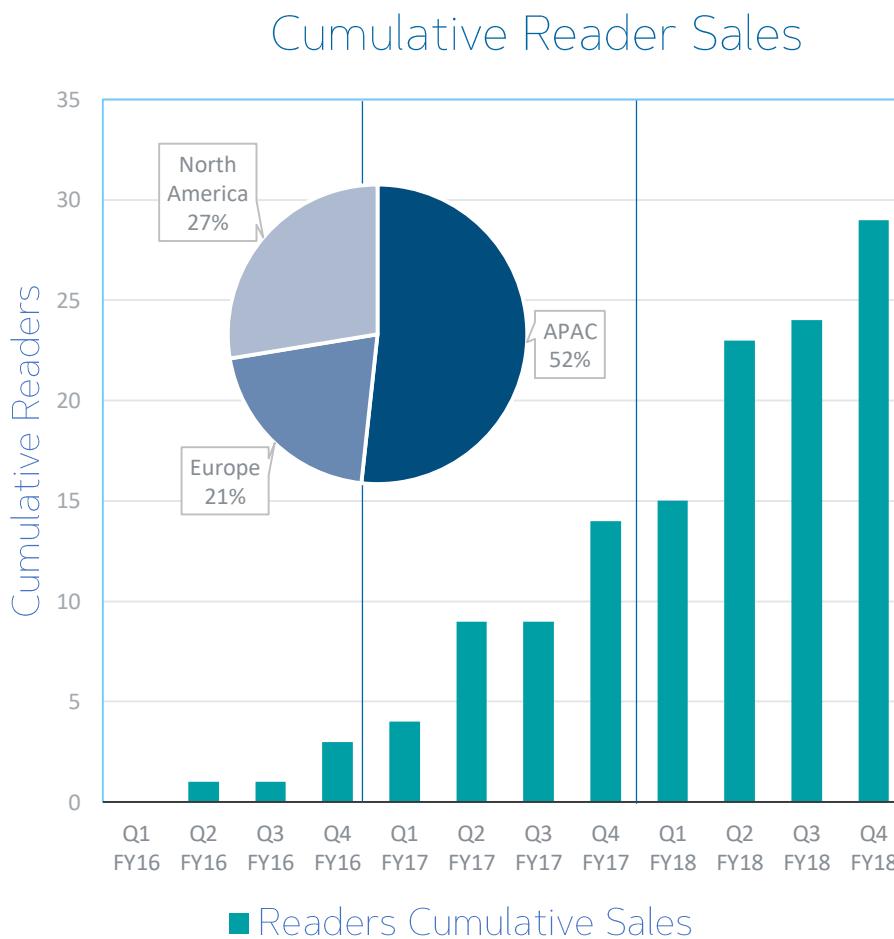
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# Labcon North America Ltd Licence and Supply Agreement

- San Francisco supplier producing over 1.4 billion consumables annually
- Launching Coldpoint™ Bluechip Enabled range for the global market
- Sept '18 updated 3-year Development and Supply Agreement
  - \$US4.2m (\$A5.8m) 2 yr order for chips, readers, software & services
  - \$US7.4m (\$A10.1m) agreed minimum for third year
  - Extendable to a 4<sup>th</sup> & 5<sup>th</sup> year with minimums to be agreed



# Pipeline Conversion





# High Value Target Markets

Timing	Target Market	OEM Partner Progress	Market Size by Samples	Addressable Market
Apr 2017	General Bio-preservation	<b>Labcon North America</b> Additional multiple pipeline opportunities	300m+ samples/year >2B in storage	US\$200m+
Dec 2015	Assisted Reproductive Technology (IVF)	<b>Genea Biomedx supply agreement</b>	1.8m IVF Cycles/year 33m samples in storage	US\$20m+
Oct 2016	Cryogenic cold chain logistics	<b>Planet Innovation agreement</b> Additional multiple pipeline opportunities	3.5-7.5m samples/year >250m in storage	US\$30m+
2017-2018	Regenerative Medicine, Pharmaceuticals	Trial agreements & validation customers	3m samples/year 15m+ in storage	US\$30-50m+

## Future Core Technology and Adjacent Market Opportunities

High value over-temperature sensors	2 <sup>nd</sup> stage R&D development with patent application submitted	300m+	\$1.5B+
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# Core technology | Background



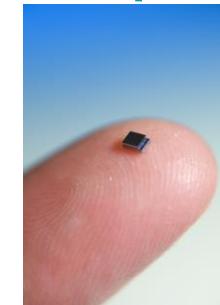
<https://www.bluechiip.com/investor/company-overview/>

# Unique Patented Sample Tracking for Extreme Environments Using MEMS Sensors

## Our Product : Chip + Reader + Software

- 25 granted patents and 5 patent applications
- Unique Micro-Electro Mechanical Systems (MEMS) micro device, superior to labels, barcodes and RFID
- Individual ID extremely difficult to copy
- -196°C & 100°C+ Operation
- Instant sample temperature sensing
- Rapid read time, even through frost
- Sterilisation resistant including Gamma radiation
- Can be moulded into any plastic
- Reduces human error
- Increases productivity
- Ensures Sample Integrity

Chip



+ Readers



+ Software



# Alternative Technologies

	Human Readable	Barcodes	RFID	Bluechiip
 <b>Gamma Resistant</b>				
 <b>Cryo safe</b> Survives extreme temps				
 <b>Non visual ID</b> Reads through frost				
 <b>On-board sensor</b> Temperature sensing				
 <b>Reduced human error</b>				
 <b>Productivity improvements</b>				

# Primary Applications

- Sample tracking and identification
- Biopreservation
- Life sciences
- Research
- Pharmaceuticals
- Personalised Therapies



# Biosample Tracking Technology is Not Keeping up With the Increasing Value of Biosamples



Tissue

Blood

IVF Sperm/Eggs

Biologics

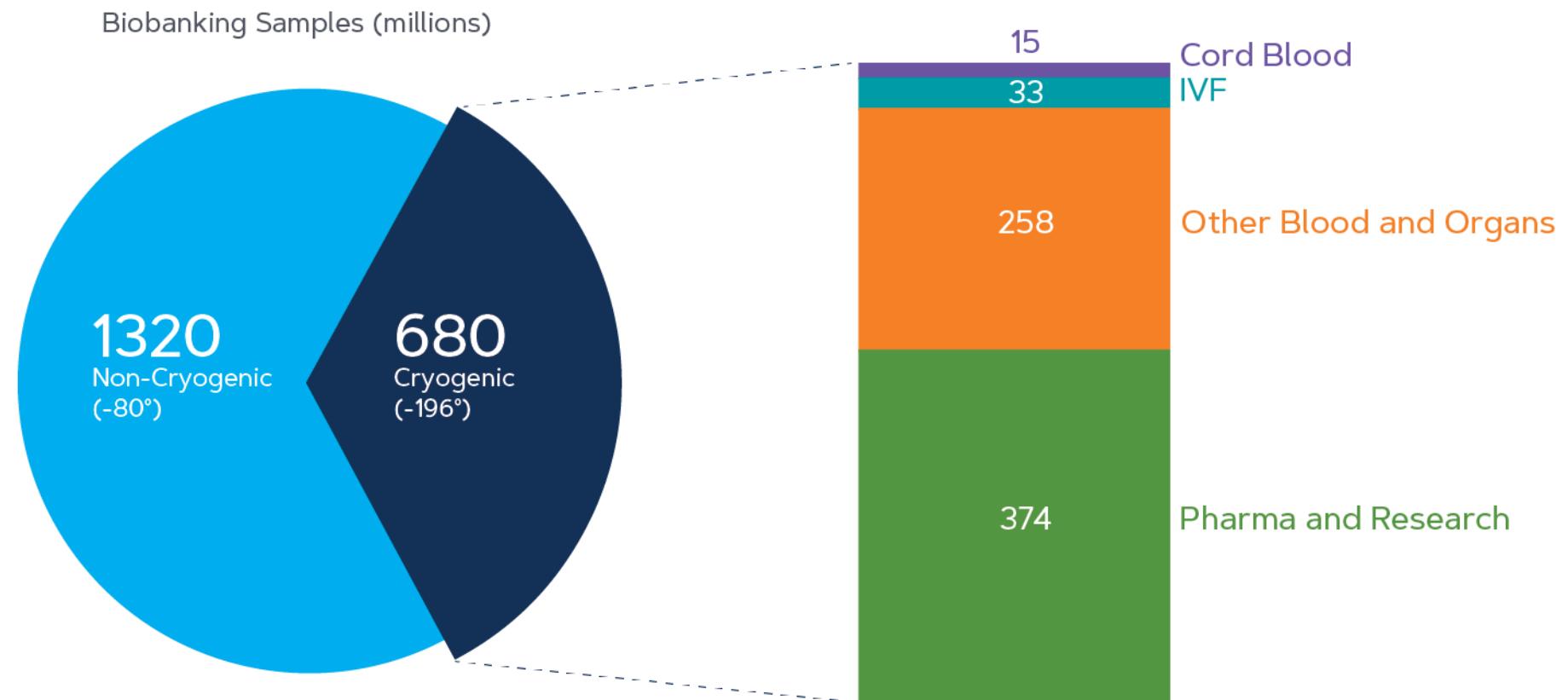
Stem Cell



# Primary Market Opportunity

Global Bio-Preservation Market Greater than \$2B in 2015

## Samples in Storage



**Total Bio-Preservation: 2B Samples in Storage**

300M new samples per year

Sources: Visual Fuse and MarketsandMarkets 2014

# Strategic Progress



# Genea Biomedx License and Supply Agreement



- Bluechip Enabled IVF sample and temperature tracking
- Distribution through Genea Biomedx Global Pharmaceuticals partner
- Immediate application onto existing installed vitrification and incubation systems

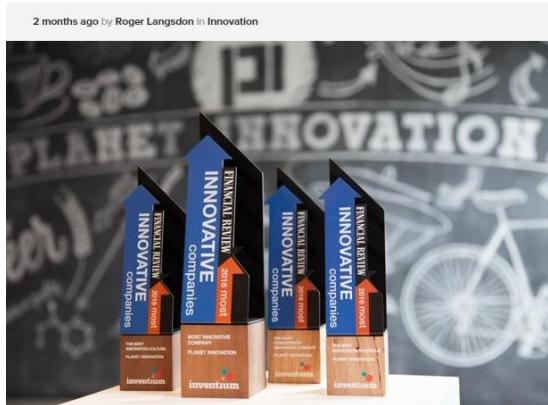


Source: <http://biopharma.merckgroup.com/en/products/fertility/infertility/geri/geri.html>

# Planet Innovation OEM Partnership

- Sept 2016 OEM **Supply and Master Services Agreement** executed
- Sept 2016 Planet Innovation direct investment in Bluechiip
- Actively pursuing partnerships to incorporate Bluechiip technology into Planet Innovation's partner products
- Planet Innovation in manufacture of Multi Vial Reader

PI wins Australia's Most Innovative Company Award for the third time



Genea's IVF deal with Merck secures manufacturing contract for PI

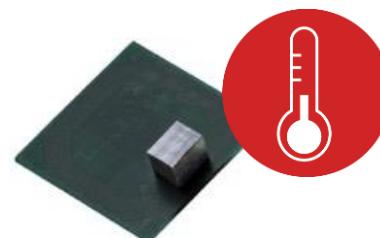


Planet  
Innovation

Pharmaceutical giant Merck Serono has signed an exclusive deal securing them global marketing and commercialization rights to Genea Biomedex's range of IVF products including Gavi and Geri, which were designed by Genea with their development partner, Planet Innovation.

# Product Pipeline

- Multi vial reader and Cold Top in manufacture
- Hand held readers entering manufacture
- Retrofit buttons and Cryobox in production
- Maturing software backbone
- Over-temperature chip, stage 2 completed & patent application submitted



# Summary

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