

27 November 2020

Annual General Meeting – CEO's Presentation

Attached is the CEO's presentation to the 2020 Annual General Meeting of Bluechiip Limited (ASX: BCT), to be held online at 10.00am (AEDT) today.

This ASX Announcement was authorised for release by Andrew McLellan, CEO and Managing Director.



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Annual General Meeting

November 2020

Drive Productivity.
Redefine Quality.
Confidence in Every Sample.

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Bluechiip Overview



[Link to corporate video](https://www.bluechiip.com/investor/company-overview/)

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

Bluechiip through Covid-19

Challenges

- Travel restrictions limiting customer engagement, OEM's & End Users
- Operations disrupted with facility restrictions at customer sites
- Surging demand in Covid-19 related consumables for target OEM's
- Decision cycles delayed in target OEM's for new technologies
- Labcon purported termination

Bluechiip through Covid-19

Focus & Achievements

- Contained Costs:
 - Sales & marketing, reduced work weeks, re-allocated resources while accessing Government support
- Progressing opportunities especially in North America
 - System in Chicago, Sales to China, remote end customer engagement
 - Assisting OEM's towards licence agreements including IVF market
- Responding to opportunities in new Covid-19 related markets
- Built scale & efficiency in multiple formats in chip supply chain
- Pursuing Bluechiip enabled direct to market consumables range
- Achieved ISO90001, CFR21-11 software, CE certified readers



Bluechiip's Fundamentals

- Well over 300 Million/year high value biological samples are preserved or transported at Ultra Low Temperatures (-80°C & -196°C)
- Increasingly sophisticated markets in IVF, clinical trials, cell therapies, population biobanking and vaccines are emerging requiring Ultra Low temperature ID and temperature traceability (e.g. mRNA type vaccines stored and shipped at -80°C)
- Current ID methods are suboptimal both in productivity and quality
- Bluechiip has a highly unique technology and solutions that
 - Drives Productivity
 - Redefines Quality
 - Provides Confidence in every sample

Positioned for the Future



- World first, highly differentiated technology, with protected IP
- >\$200M growing target market, very large adjacent markets
- Partner pipeline, >35 developer kits sold, progressing to conversion
- Scaled production to over 5 million chips per year
- Platform of Readers & software commercially available
- Progress to Direct market Bluechip Enabled cryogenic consumables
- Cash in bank, \$6.6m (end September), \$1.5m due in R&D tax refund
- Pursuing \$US3.5m contractual rights through Labcon in mediation



**Drives
productivity**



**Redefines
Quality**



**Confidence in
every sample**

Vision

To be a global leader in ID and sensing technology for extreme environments

Mission

Creating value through productivity & quality in life sciences by providing confidence in every sample to advance research and medicine

Major ID and Sensing Technology Sectors



Lifesciences Cold Chain incl Logistics, Storage and Monitoring

Item level **ID and temperature tracking** of containers holding high value samples through-out the **cryogenic** cold chain cycle. Including Banking, Transport and Monitoring where **frost** is usually present, and **ID errors have high risk and impact**



Cold Chain Logistics Food

Item level **tracking** of **frozen**, and **temperature sensitive** food products through-out the cold chain cycle.



Industrial and Manufacturing

Item level ID and **high/low temperature tracking** tools and parts, structural health monitoring, items exposed to **ionizing radiation** such as nuclear products, sterilised medical devices, disposables and some food products.



Security & Defence

Anti counterfeiting fashion, art, and high value commercial items. Cloning a bluechiip tag is extremely difficult. tracking of tools and parts that are exposed to **ionizing radiation**, security and defence.

Bluechiip is highly differentiated in Lifescience Cold Chain with core technology benefits and large market opportunity

Life-science Cold Chain Market Trends



Increasing sample numbers and retrieval rates

PRODUCTIVITY

Minimise total cost of sample ownership and ROI



Increased demand for advanced therapies and sensitive samples

SAMPLE VALUE

ID tech need to keep up with higher value samples



Criticality of sample history maps and reports

SAMPLE QUALITY

Maximise specimen integrity via adequate cold chain handling and reporting



Increasing demand for cryo (-196°C and -80°C) storage

CRYO TECH

Utilisation of cryo-safe technology and processes

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



Tissue

Blood

IVF Sperm/Eggs

Vaccines

Stem Cell

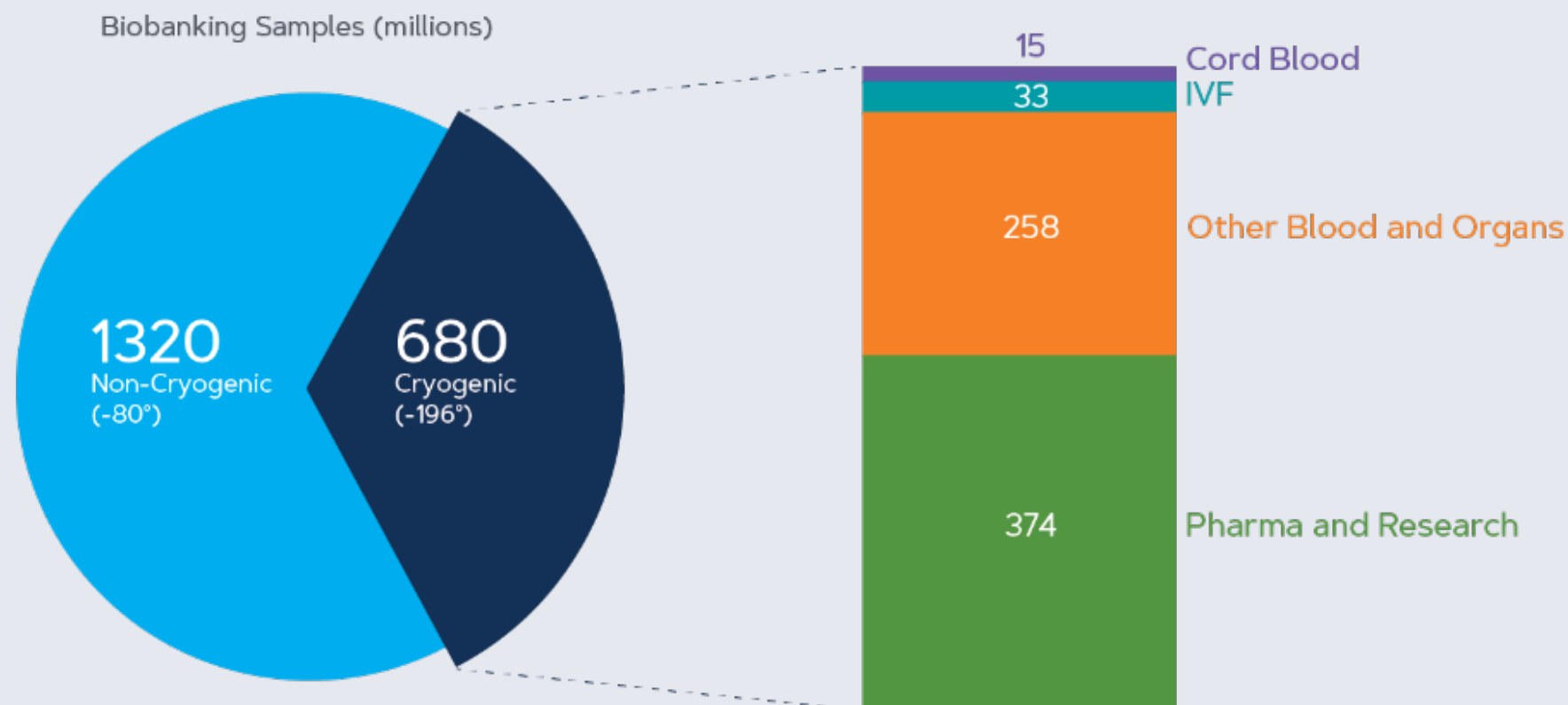


Primary Market Opportunity

Global Bio-Preservation Market \$3.1B in 2020 – Projected \$4.9B in 2025 (CAGR 9.2%)

Sources: MarketsandMarkets 2020

Samples in Storage



Total Bio-Preservation: 2B Samples in Storage
300M new samples per year

Sources: Visual Fuse and MarketsandMarkets 2014

Primary Applications

Life-science cold chain

| Target Market | Market Size by Samples | Addressable Market |
|--|--|--------------------|
| Bio-preservation | 300m+ samples/year >2B in storage | US\$200m+ |
| Assisted Reproductive Technology (IVF) | 1.8m IVF Cycles/year 33m samples in storage | US\$20m+ |
| Clinical trials and research | >35m samples/year | US\$50m+ |
| Cell therapies, Pharmaceuticals | 3m samples/year 15m+ in storage | US\$30-50m+ |
| Future Applications | | |
| High value over-temperature sensors | 300m+ | \$1.5B+ |

Unique Patented Advanced Sample Management Solutions for Extreme Environments

- Our Product : Chips + Readers + Software
- 25 granted patents and 6 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
- Drives productivity
- Enhances quality
- Providing confidence in every sample

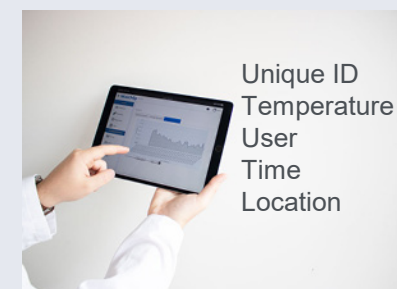
Enabled Consumables



+ Readers



+ Software



Alternative Technologies



Gamma Resistant

Human Readable



Barcodes



RFID



Bluechiip



Cryo safe
Survives extreme temps



Non visual ID
Reads through frost



On-board sensor
Temperature sensing



Reduced human error



Productivity improvements



Path to Market - OEM Partner Pipeline



- Bluechiip Enabled consumables and products
- Targeted developer kits sold to global corporations enable due diligence
- Conversion to licence agreements and Bluechiip Enabled products
 - Periodic licence fees
 - Development and service revenue's
 - Sale of chips, readers & software into partners Bluechiip Enabled consumables
- 3 licence agreements executed
 - Genea Biomedics in IVF market – awaiting investment and product release
 - Planet Innovation – targeted partner engagement in pharma and cold chain
 - Labcon, cryogenic vials for biobanking market
 - \$US3.5M minimum contractual commitment being pursued in Californian courts



Bluechiip Enabled Cryogenic Range

- Direct to market: North America, ANZ and global distributor network
- Consumables model sales
- Bluechiip enabled cryo consumables in progress
- Multi-Vial and Hand-Held readers
- Software



Bulk Registration
and Accessioning



Traceable Sample
Transport



Accurate inventory
management



Continuous
Monitoring in
-80°C or -196°C



Sample Full
Audit Trail

- Unique ID
- Temperature
- User • Time • Location

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