Bluechiip Limited (ASX: BCT)
Company Presentation: July 2012 - update

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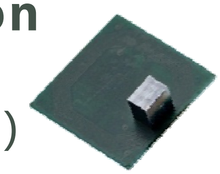
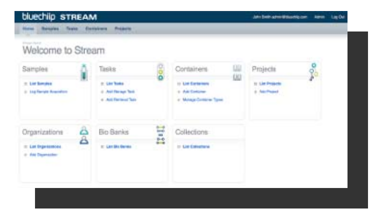
Executive summary

- Innovative technology company ready to launch product in coming months
- Experienced board and management - commercially and globally focussed
- Strong IP position - 15 patents, 5 granted in USA and Europe
- 1st generation **commercial product** to be available 2H 2012 - tooling up to commence volume production with manufacturing partners
- Securing first **commercial sales**
- Securing agreements with global **commercial/strategic partners** for development and distribution
- Platform technology with multiple market applications - market pull in initial market of biobanking and biorepositories where opportunity to become best practice/"the standard" in cryogenic storage
- Successful capital raising track record
- Increasing interest in BCT by investment markets

What is bluechiip®?

- **System-based platform technology solution**
  - Chip/tag - attached to sample storage container (vial/tube, bag, box, cassette, rack/frame/tower)
  - Reader hardware
  - Software
- **Provide chain-of-custody tracking and reporting**
- **Tag – electronic license plate (unique ID) with sensing capabilities**
  - Based on MEMS technology – purely mechanical device - no electronics
  - Survives <u>and</u> operates in extreme temperature conditions (+60°C to -196°C)
  - Can sense and record temperature history
  - Frost resistant
  - Secure and difficult to clone
  - Easily molded into consumables
  - Immune to gamma radiation (used for sterilization)
- **First commercial sales contracted**





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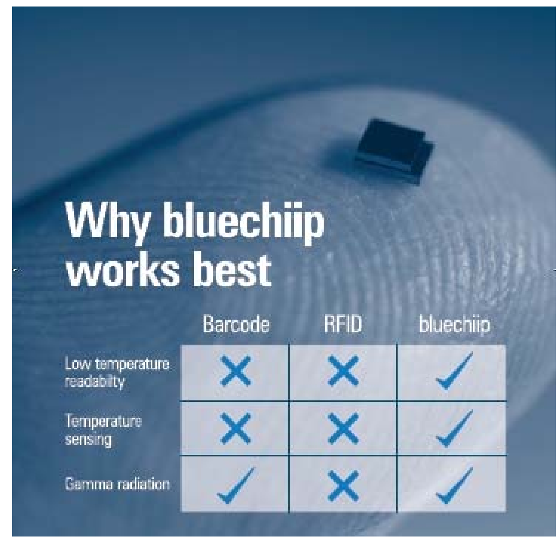
What problem does bluechiip® solve in initial market application?

- **Existing labeling and tracking methodologies have disadvantages in cryostorage environment where there are now a growing number of samples being managed**
  - Labels (hand-written/pre-printed)
    - Labels fall off
    - Transcription errors
    - Can't sense temperature
  - Barcodes (linear/2D)
    - Need line of sight
    - Can't been read where frost exists
    - Can't sense temperature
  - RFID
    - Can't survive plastic injection molding process
    - Can't survive high temperatures of sterilization and gamma irradiation
    - Can't survive AND operate in low temperatures down to LN2/-196ºC
    - Can't sense temperature with separate device
- **Traditional techniques (labels and barcodes) lead to manual processes where errors can be made and quality of sample being stored is at risk of being contravened and/or lost**



Benefits of adopting bluechiip® tracking solution

- ✓ Improves operating efficiency, thus throughput
- ✓ Opportunity to generate additional revenue as greater capacity (reduce waiting lists), ability to win tenders, etc
- ✓ Enhances sample security
- ✓ Maintains integrity of sample - read sample data while stored within low-temperatures
- ✓ Reduces sample handling and breakage
- ✓ Single tag tracks both ID and temperature
- ✓ Simplifies and speeds up sample retrieval
- ✓ Reduces legal exposure, cost of insurance
- ✓ Improves operator safety (OH&S)

Today's environment is all about ethical accountability, risk management, regulation, financial viability and quality assurance to customers

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How big is initial market opportunity?

- **bluechiip® suited to applications where:**
  - Labor intensive
  - Higher sample value
  - Longer storage life
  - Samples stored in low temps (-80°C to -196°C)
- **1-2B biospecimens stored around world and growing at 100-200M samples p.a.**
  - Driven by favorable political and scientific environment, enhanced government funding and greater public awareness and support
- **Areas of growth**
  - Regenerative and molecular medicine/stem cells – driven by storage of umbilical cord blood and stem cell research for new therapies
  - Cell lines
  - Compound management
  - IVF
  - Clinical trials
  - Cryopreservation and biostorage
  - Laboratory and sample management
  - Clinical trials

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How big is initial market opportunity?

- **Biobanking market**
  - Estimated sales of US biobank resources and services $7.9B in 2009 growing to $44.6B by 2025 *(Source: Biobanking for Medical R&D: Technology and Market 2010-2025 by visiongain)*
  - Global biobanks market to reach US$22.3B *(Source: Biobanks: A Global Strategic Business Report by Global Industry Analysts)* - driven by favorable political and scientific environment, enhanced government funding and greater public awareness and support
- **Stem cell market**
  - US market expected to grow @ CAGR of 84% during 2009-2012 to reach ~US$889M by 2012 *(Source: US Stem Cell Market Analysis report by RNCOS)*
  - Driven by storage of umbilical cord blood and stem cell research for new therapies
- **IVF market**
  - Over 1M IVF stimulations globally p.a.
  - Increasing number of IVF cycles and samples being stored
- **Cryopreservation**
  - Growth of cryopreservation ⇨ how track samples in low temperatures

And there are many other market applications within and outside of healthcare/life sciences that will be pursued

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Manufacturing and channel/route-to-market (RTM) partners

Chip/tag	STMicroelectronics NV (NYSE: STM)
Reader hardware	Plexus Corp. (NASDAQ: PLXS)
Vials/tubes	Discussion with leading vial/tube manufacturers as contract manufacturers/OEM
Bags	Discussion with major bag manufacturers
Equipment	Discussion with major suppliers of -80ºC mechanical and -196ºC/LN2 freezers as well as accessories (racks)
Software	In-house
System	Global direct sales force and distributor networks of suppliers of lab consumable and equipment

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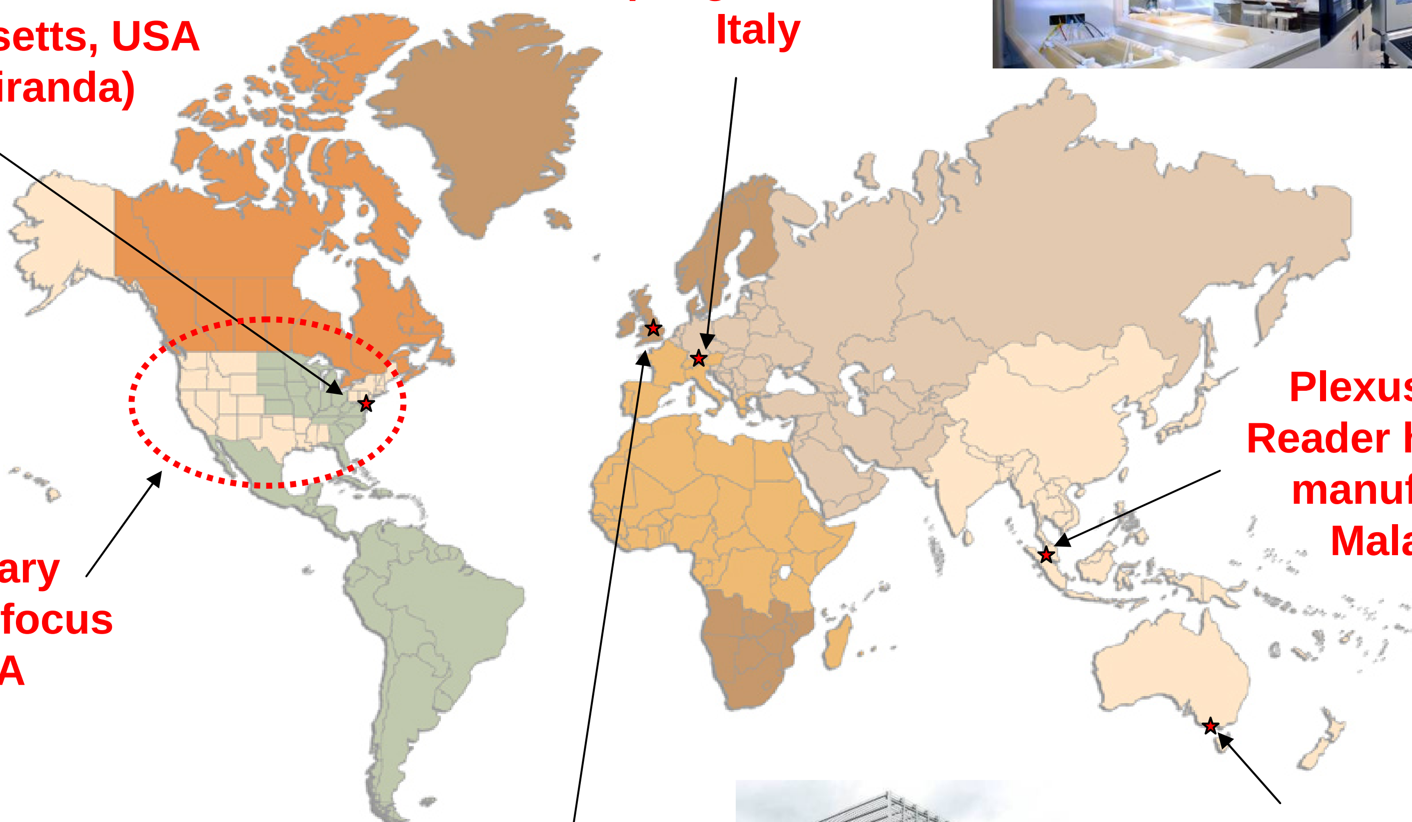
Global focus & presence

Business Development office
Massachusetts, USA
(Lisa Miranda)

STMicroelectronics
Chip/tag fabrication
Italy



Plexus Corp.
Reader hardware manufacture
Malaysia

Primary market focus
USA

UK/Europe office
Product development
London, UK
(Dr Ian Johnston)

Head office
Melbourne, Australia

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IP portfolio

- **All IP wholly owned by company**
- **Patents**
  - Portfolio of 15 patents over 7 patent families
  - 5 granted in USA and Europe
  - Some patent applications currently under examination and awaiting examiners report
  - Progress patent applications from Provisional ⇨ PCT ⇨ National Phase over coming year
  - Continue to build portfolio by filing new patent applications for further protection
  - Established Freedom-to-Operate (FTO)
- **Trade marks**
  - Trade marks (word and logo) registered in Australia and USA

Board & management

BOARD		
Non-Executive Chairman	**Iain Kirkwood**	Substantial investor/shareholder; >35 yrs exp. with healthcare and other companies; Chairman/ Director of 3 other ASX listed companies. Joined BCT board in November 2007
MD & CEO	**Brett Schwarz**	Co-founder; >22 yrs exp. in chartered accounting and consulting prior to founding Bluechiip
Non-Executive Director	**Joe Baini**	>20 yrs exp. in pharmaceuticals industry; involved with BCT since July 2007; CEO of Immuron Ltd
Non-Executive Director	**Ron Finkel**	Involved in VC for 26 yrs with extensive experience in commercialisation of product. Chairman/director of numerous companies. Joined BCT board in July 2012
MANAGEMENT		
CTO	**Dr Jason Chaffey**	>6 yrs with Bluechiip; actively involved in MEMS technology for >12 yrs
Vice President – Strategy & Business Development	**Lisa Miranda (based in USA)**	International expert/KOL in biobanking; >20 yrs exp in industry; consultant since November 2010

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Appendix

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Corporate summary

ASX code/Industry group	BCT (Technology Hardware & Equipment)
Market capitalization	$21.1M (@ $0.245/share – 13/7/12)
52 week range	$0.10 - $0.30
Shares issued	86.1M (24.7M under escrow (28.7%) till 9 June 2013 - founders, directors, major shareholders); Free float - 61.4M/71.3%
Shareholders	Total - 377; Top 20 – 59.0M shares (68.5%)
Unlisted options issued	29.9M (employees, directors, pre-IPO shareholders, IPO applicants, private placement - $0.20 Aug/Sep 2012 and Aug 2013, $0.30 Dec 2012, $0.20 Jan 2013 and Mar 2013) (16.0M under escrow to Aug 2013)
Trades since listing	~4.1M (4.8%)/~8.7M (10.1%) including OMT's

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Company milestones

- **November 2011**
  - Collaboration Agreement with **ATCC**
  - Evaluation Agreement with **Corning**
- **January 2012 – March 2012**
  - Private placements totalling $1.526M ($0.20)
- **May 2012**
  - Engage **Plexus** to manufacture commercial reader
  - bluechiip® technology to be used at **Australian Synchrotron** - $50k
- **June 2012**
  - Receive first sales order from **ATCC** after completion of successful pilot trial
- **July 2012+**
  - Execution of commercialisation program – launch of product, sales/revenues, commercial ramp-up, etc