

Bluechiip Corporate Introduction

September 2023



REDEFINE QUALITY • DRIVE PRODUCTIVITY

CONFIDENCE IN EVERY SAMPLE

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Bluechiip Fundamentals



**Drives
productivity**



**Redefines
Quality**



**Confidence in
every sample**

- World first, highly differentiated technology: 40 granted patents
- >>\$1B growing target markets: IVF, clinical trials, cell therapies, biobanking and vaccines requiring Ultra Low temperature ID and temperature traceability
- Well over 300M/yr high value bio-samples handled at -80°C & -196°C
- New Go To Market Strategy: CE & FDA Registered Bluechiip Enabled Solutions & Rapidly expanding US sales team driving significant pipeline
- Growing customer base – 26 Labs across 14 customers over 100 lab opportunity
 - Global top 10 pharma already a customer
 - IVY league research institute and leading biopharma groups as customers
- Accelerating repeat orders from customer base up 85% growth Qtr on Qtr
- FujiFilm Partnership in IVF
- >\$3m inventory & scaled production capacity of over 5m chips/yr

Bluechiip Overview



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

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

Key Achievements

Bluechiip Enabled solutions Product in Market

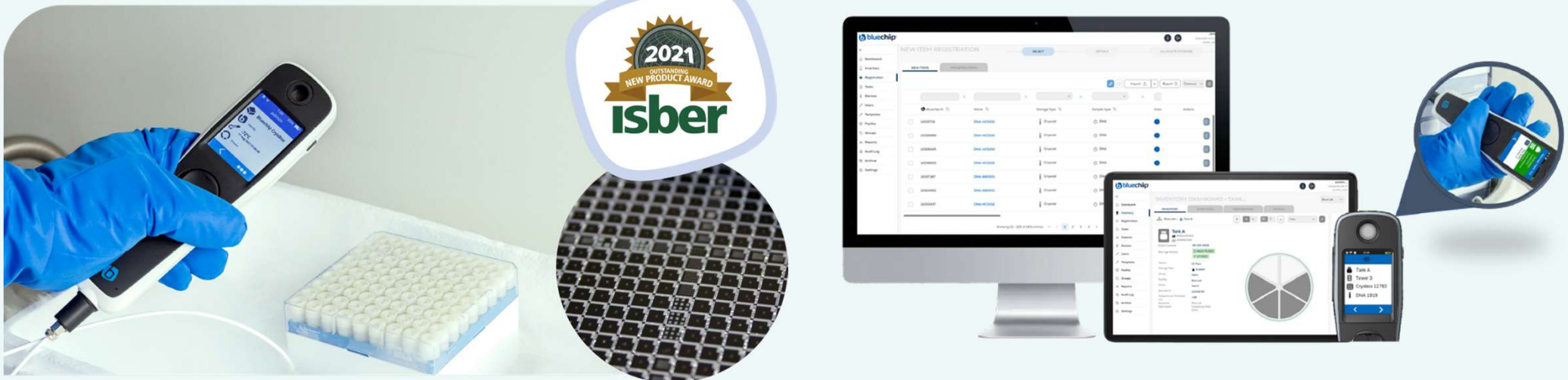
- ISO9001, CFR21-11 software, CE IVD & FDA registration
- Scaled chip supply chain (3m+)
- International ISBER award: Bluechiip Cryobox Tracker
- Stream 23 software release

FujiFilm Irvine Scientific

- Licence and development agreement for ART/IVF market

Accelerating Customer Adoption & Pipeline Building

- Expanded US sales & Marketing Team
- Customer adoption in EU, US & APAC with growing repeat orders



Bluechiip Enabled Laboratories

End-user Feedback and Market Progression



"The Bluechiip System allows me to have a significant amount of oversight throughout our banking process"

Dr Akhil Chawla MD
Clinical Assistant Professor of Surgery



"Bluechiip helps us work more efficiently with confidence in sample integrity and identity"

Dr Mary Clare McCorry
Director of Technology and Process Development

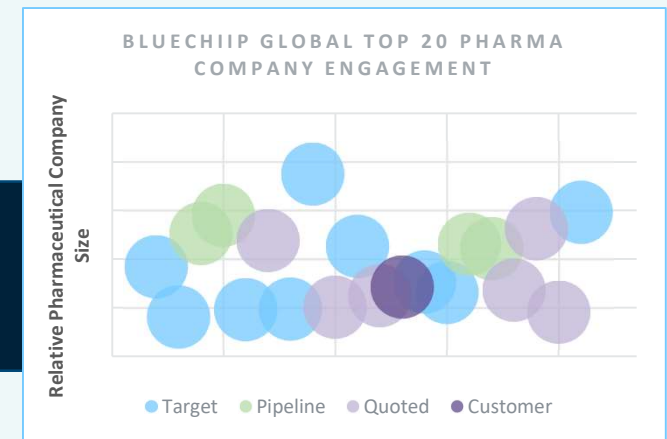
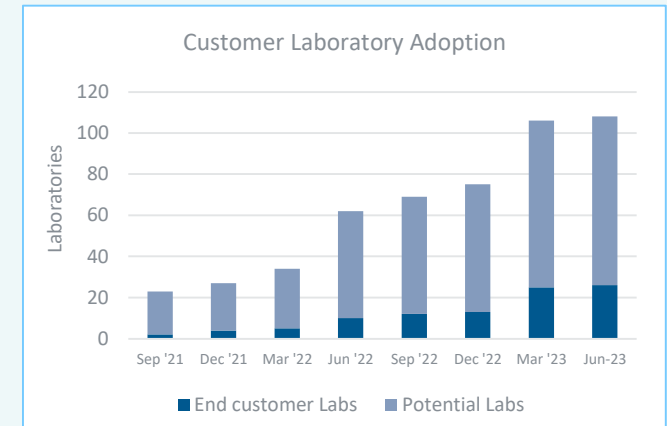
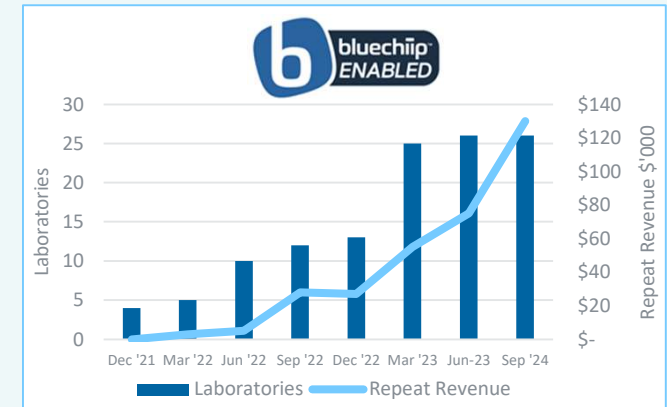


"The Bluechiip system provides a full audit trail to help us adhere to Good Manufacturing Practice"

Dominika Lykova
Cell Therapy Specialist



Palacký University
Olomouc

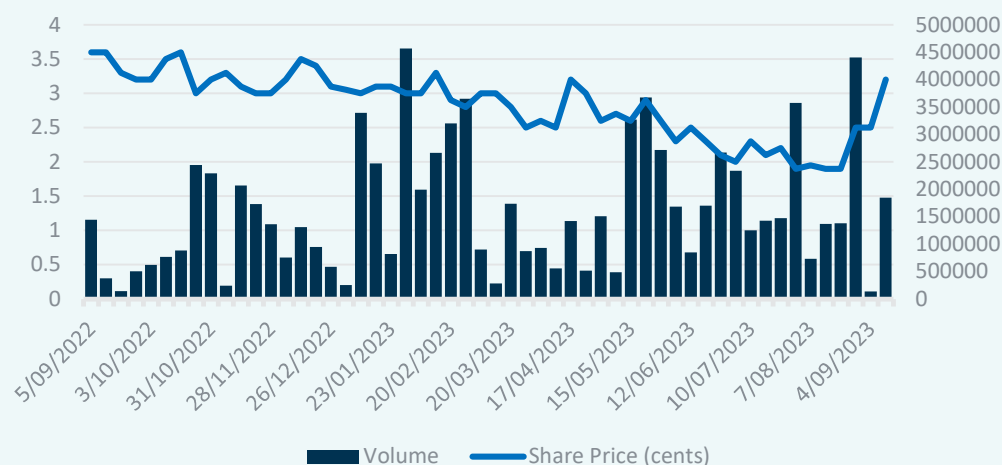


Growing install base 26 labs across 14 accounts including large Global Pharma company & Ivy League Core Facility

Corporate Overview

Founded in 2003 | Listed on Australian Securities Exchange (ASX) 2011 | IP portfolio: 40 granted patents
Head office in Melbourne, Australia | Direct Sales in North America and Aus/NZ | Global Distribution Partners

Weekly BCT Share Price (cents)



Top Shareholders (as at 18 August 2023)

HSBC Custody Nominees (Australia) Limited	14.13%
BNP Paribas Nominees Pty Ltd (Hub24 Custodial Serv Ltd)	4.48%
Chairman & Entities	3.90%
Other Directors	3.05%
Top 20 Shareholders	48.24%

Summary

Number of Shareholders	1,562 (18.08.2023)	Market Cap.	AUD22.837m (05.09.2023)
Share Price	3.2c (05.09.2023)	Cash	AUD1.7m (30.06.2023)
Shares on Issue	713,670,463 (18.08.2023)		

Board

Iain Kirkwood Chairman (Nov '07)	Andrew McLellan Managing Director (Jan '15)	Michael Ohanessian Non Exec Dir (Dec '14)	Andrew Cox Non Exec Dir (July '17)
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Vision

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

Mission

To advance research and medicine by providing confidence in every sample

Major ID and Sensing Technology Sectors

Primary Focus



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 and Defence

Anti counterfeiting fashion, art, and high value commercial items. Cloning a bluechiip tag is extremely difficult. 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 needs 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



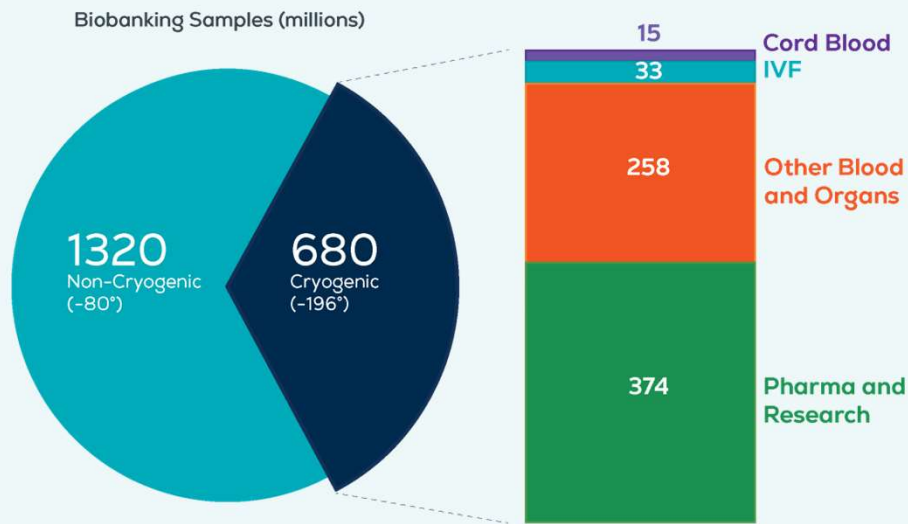
Stem Cell



Primary Market Opportunity

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

Samples in Storage*



Primary Bluechiip Applications

Life Science Market Opportunities









Target Market	Market Size by Samples	Bluechiip Addressable Market
Bio-preservation	300m+ samples/year >2B in storage	US\$600m+
Assisted Reproductive Technology (IVF)	2.5m IVF Cycles/year 5-8 consumables per cycle >33m samples in storage	US\$50m+
Clinical trials and research	>35m samples/year	US\$70m+
Cell therapies, Pharmaceuticals	3m samples/year 15m+ in storage	US\$30-50m+

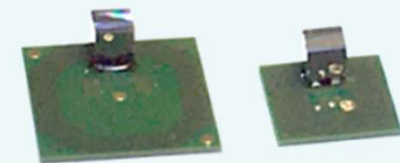
Total Bio-Preservation: 2B Samples in Storage
300M new samples per year in over 10,000 laboratories

Sources: ^Markets and Markets 2020 *Visual Fuse and MarketsandMarkets 2014

Bluechiip MEMS Core Technology Advantages

Bluechiip's sensor tag consists of a silicon chip (1mm²) with 52 mechanical beams that provide a unique ID when read. The chip is connected to an antenna available in multiple form factors, providing communication of both ID and temperature to a centralized database. Bluechiip's Tag provides key advantages over other forms of ID in cryogenic environments.

	 RFID	 Barcodes	 Bluechiip
 Non-visual ID Reads through frost	~*	✗	✓
 Cryosafe Operates down to -196C	✗	✗	✓
 Guaranteed unique ID ID cannot be overwritten or duplicated	✗	✗	✓
 On-board sensor Senses temperature on each scan	✗	✗	✓
 Sterilization proof Gamma, E-beam, Autoclave	✗ [^]	✓	✓



*Majority of RFID unreliable below -40C.

[^]Some newer RFID's have resistance

Bluechiip offers the only Advanced Sample Management solution providing **sample temperature with ID** in cryogenic environments

We understand that every sample is critical and managing each one with optimal quality, in the most efficient way is the objective

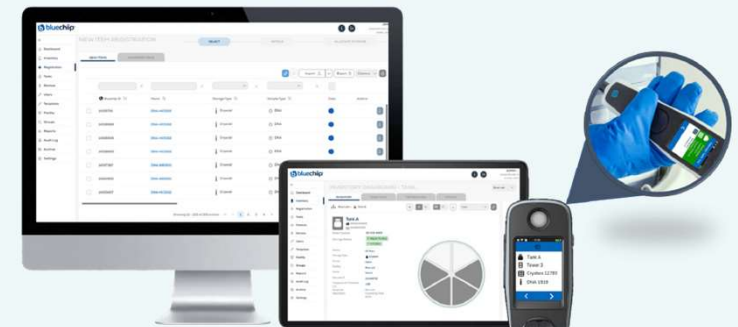
Bluechiip Enabled Storage



Bluechiip Readers



Bluechiip Stream Software



Bluechiip's goal is to deliver confidence in every sample



Bio-Pharma – Single Tank Revenue Model



Bluechip Readers



\$5.3k each



\$19k

Stream Sample Manager
Software



\$8k

Initial Capital Expenditure

\$42.9k

\$4.3



65k vial tank
\$260k/yr



Modular software license
\$12k/yr

Yearly revenue

\$272k



Scalability of
\$260k in every tank



Additional lab
expansion across
customers sites

Confidence in Every Sample

Bluechiip's unique and patented technology is designed to operate across a wide temperature range from -196°C to over +150°C, creating the perfect system for managing sensitive samples. Bluechiip Enabled Sample Storage, Readers and Software combine to provide an unparalleled ability to track and store sample level data, including temperature across the cold chain process.

Redefining Quality

- Capturing ID and temperature at the sample level for cold chain integrity
- Reducing the risk of temperature excursions in cryogenic conditions
- Providing key workflow insights to drive continuous improvement
- Eliminating errors through optimized inventory management
- Enabling compliance to industry standards and internal procedures



Driving Productivity

- Reducing manual processes and eliminating double witnessing
- Identifying multiple samples instantly through frost
- Simplifying inventory handling for faster processing
- Driving efficiency at every step of the workflow



Bluechiip - Path to Market



Bluechiip Direct Solutions

Direct to market: North America

Global distribution network

Consumables, Readers, Software Sales model



Primary Target Markets

- Bio-preservation
- Clinical trials and research
- Cell therapies & Pharmaceuticals



Partnerships: Bluechiip Enabled Solutions

- Developer kits sold to global corporations for due diligence
- Conversion to licence agreements and Bluechiip Enabled solutions
- Ongoing licence fees
- Development and service revenues
- Sale of Bluechiip Enabled Consumables, readers & software



Major Licence agreements

- FujiFilm Industries Irvine Scientific
 - Licence and Development agreement
- Labcon distribution agreement

Growth Initiatives For A Bluechiip Future



- Landing Accounts through Aggressive Sales & Marketing in US
- Expanding in accounts into new labs & expanding repeat revenue
- Building distribution networks in Europe & Asia in FY'24
- Growing our direct customer base globally across the >>\$1B, Ultra Low temperature clinical trials, cell therapies, pharma biobanking markets
- Execution and conversion of our Major partnerships:
FujiFilm Industries Irvine Scientific for IVF market
- Continued expansion and protection of our world first, highly differentiated technology: >40 granted patents
- Building operational & manufacturing capabilities to meet demand



Landing and expanding
new accounts, new labs and
growing repeat orders



Building
global distribution channels



Execution
of OEM agreements



Continuing
expansion and refinement
of product range

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