

18 April 2013

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street,
Sydney NSW 200

By E-lodgement

Presentation slides - Australian Life Science Investment Showcase 2013

We attach a copy of the presentation by Brett Schwarz at the Australian Life Science Investment Showcase, which is being held at the Ernst & Young Headquarters in New York City on Thursday 18 April 2013.

Yours sincerely



Lee Mitchell
Company Secretary
Bluechiip Limited

bluechiip®

Australian Life Science
Investment Showcase
New York 2013

ASX: BCT
18 April 2013



bluechiip®
TRACKING SOLUTIONS

Brett Schwarz (MD/CEO) brett.schwarz@bluechiip.com +61 419 367 590



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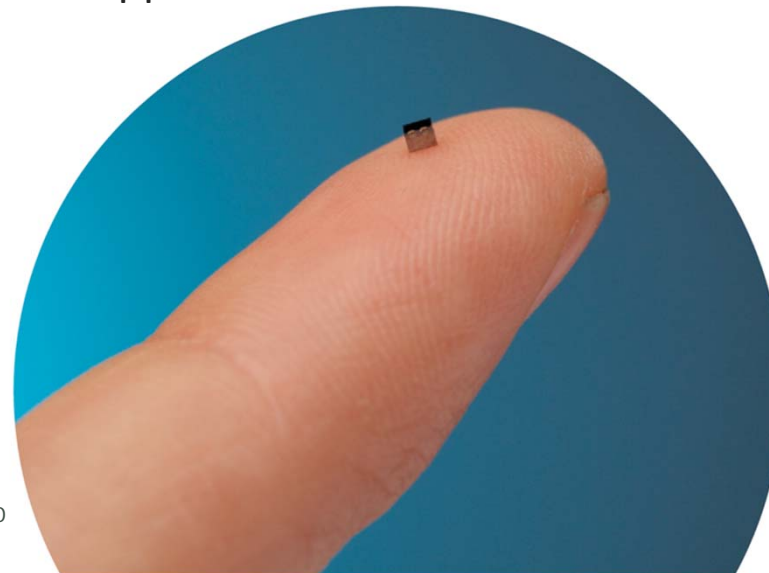
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> Bluechiip Overview

Bluechiip is an ASX-listed **global technology** company that provides a unique **chain-of-custody tracking and monitoring tool** initially for **life science market**

- Vision > bluechiip® will be the gold standard/best practice to enable temperature chain-of-custody tracking and reporting
- Biobanking is first market - broad and growing rapidly with immediate need
- Developed product solution addresses need – IP 100% owned by Bluechiip
- Business Model: One-time + recurring product and licensing revenues
- ‘Platform’ technology – numerous market applications
- Entered commercialization phase with sales – preparing for growth to unlock further shareholder value
- Sales, distributors and manufacturing partners primarily in U.S





Company Summary

Key Statistics (as at 9 April 2013)

Company incorporated	2003
Listed on ASX	9 June 2011
ASX Code	BCT
Current Share Price	AU \$0.22
52 Week High/Low	AU \$0.30/\$0.17
Shares on Issue	99.6 million
Market Capitalization	~AU\$22 million
Options (unlisted)	22.1 million
Total shares and options	121.7 million
Cash raised to-date	~AU\$13.5M (inc. AU\$3M IPO)

Major Shareholders (as at 9 April 2013)

Holder Name	%
<i>Dr Stephen Woodford; Dr Stephen Woodford & Patricia Woodford</i>	15.0
<i>Edward St Consulting Pty Ltd; Iain Kirkwood</i>	7.6
<i>Rainbow Investments (Aust) Pty Ltd, Brett Schwarz and Kermet Pty Ltd</i>	7.6
<i>Roshi Blue Pty Ltd; Robert Kampf</i>	<u>7.1</u>
Sub-total	37.4
Total - 470; Top 20 – 62.4M shares (62.6%)	
Sophisticated/HNW investors, Private Equity, Institutional Investors	

Share Price Performance



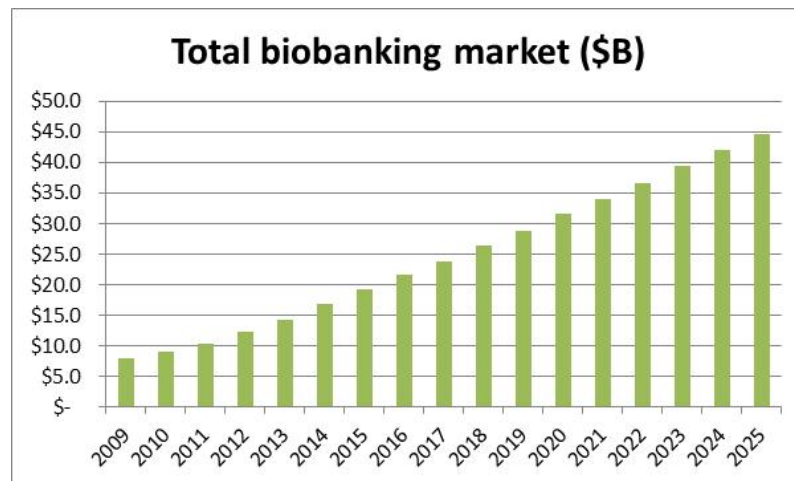


Biobanking – Growing Multi-Billion \$ Global Opportunity

- **Definition:** *Collection, processing, storing and distribution of biospecimens and associated data*
- **Biobanks (or biorepositories)**
 - Bioresource, translational and life science laboratories
 - Pharmaceutical sample management facilities
 - Clinical trial and biomedical research laboratories
 - Commercial laboratories/biorepositories
- **Biospecimens - blood, tissue, urine, saliva, cells, RNA/DNA**
- **Currently ~2B biospecimens stored around world; growing at ~200M samples p.a.**



Biobanks
"One of the 10 ideas changing the world right now"
TIME 23 March 2009
Annual Special Issue



Source: Biobanking for Medical R&D: Technology and Market 2010-2025 by visiongain

Growth areas

- Cord blood
- IVF (In Vitro Fertilization)
- Personalized Medicine
- Pharmacogenomics
- Regenerative Medicine and Stem Cell therapies
- Research and Clinical trials



Biobanking – Immediate Need

Historical labeling and tracking techniques do NOT provide understanding of temperature and other variables that effect **sample integrity**

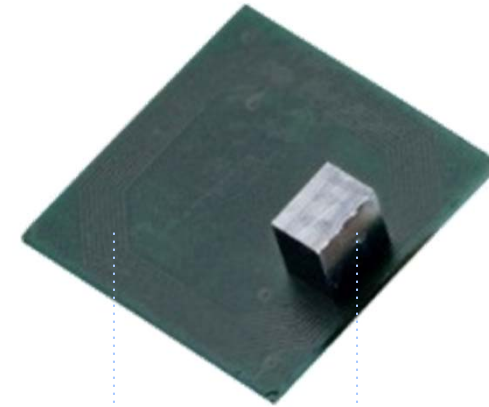
Labels (hand-written/ pre-printed)	Barcodes (linear/2D)	RFID
<ul style="list-style-type: none">• Labels fall off• Transcription errors• Can't sense temperature	<ul style="list-style-type: none">• Need line of sight• Significantly decreased reading reliability in humidity and frost environments• Can't sense temperature	<ul style="list-style-type: none">• Not able to survive plastic injection molding process• Not able to survive high temperatures of sterilization and gamma irradiation• Not able to survive <u>AND</u> operate in low temperatures down to -196°C• Can't sense temperature



System based around patented bluechiip[®] tag

Electronic license plate (unique ID) with temperature sensing capabilities

- MEMS technology – purely mechanical device - no electronics
- Survives and operates in extreme temperatures (+60°C to -196°C)
- Senses and records temperature history
- Highly reliable - reads in frost
- Secure
- Easily molded into consumables
- Immune to gamma irradiation (used for sterilization)



Antenna (5.5mm x 5.5mm) Chip (0.5mm x 0.5mm)



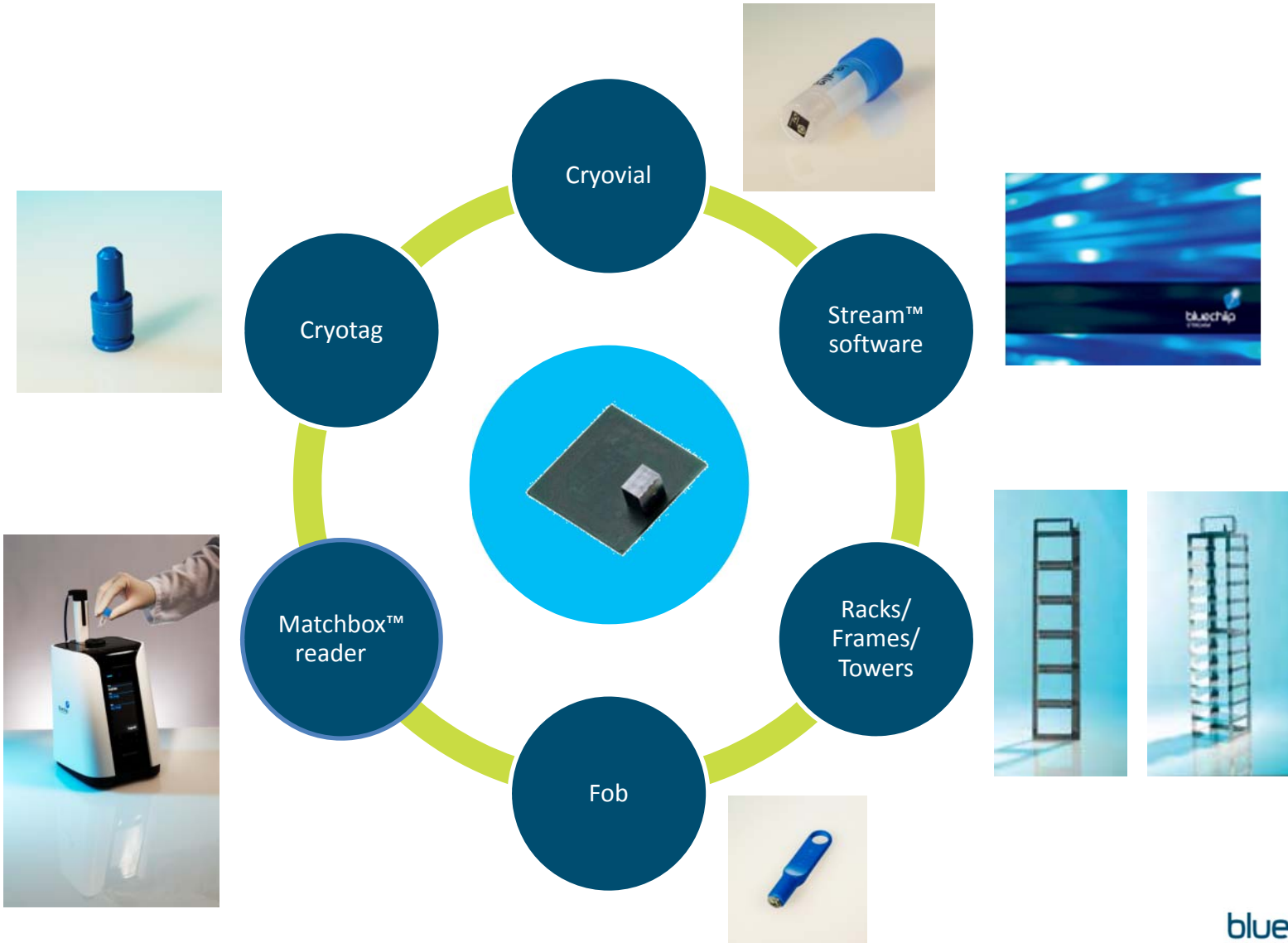
Cryovial



Racks/Frames/Towers



bluechiip[®] - Integrated System Solution – Product Developed, Tested and Available for Sale





Technology Protected by Strong IP Portfolio

All IP wholly owned by Bluechiip

- Initial IP invented by Dr. Ronald B. Zmood
 - Co-founder and inventor of initial core device patents
 - CTO through 2007; Board member through 2010
 - Globally renowned for work in MEMS technology
 - In academia until 2001 before establishing MEMS technology consultancy with Brett Schwarz, co-founder in Bluechiip

Patents

- Portfolio of 15 patents over 7 patent families
- 7 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)

Trademarks

- Trademarks (word and logo) registered in Australia and USA



Go-to-Market/Commercialization Strategy

Direct Sales

Sales to ATCC (USA) and Gentris (USA) through Early Adopter Program (EAP)

Distribution/Channel Partners

- Appointed Micronic America as distributor for North America - in discussion with other global distributors partners
 - Access to a number of sales representative around country who will sell bluechiip® to existing and new accounts/customers
- Secured/ing strategic/channel partners - Inpeco (Switzerland), H&S Qualita nel Software (Italy) and MiTeGen (USA)
 - Integrate bluechiip® technology into their product and sell more advanced product around world to existing and new customers
- Project with Australian Synchrotron (Australia)
 - Opportunities with other synchrotrons around the world
- Corning Life Sciences - evaluating bluechiip® technology



Current Resources to Manage Commercialization Program

Brett Roberts - Commercial Director - manage sales, marketing and business development activities (Australia-based)

Eric Hall - Product Manager for North America - sales, support, service and training (US-based)

> Production Strategy

- Use specialist contract manufacturers/OEMs
- Secured Tier 1 corporations for high-volume and quality production
 - Chips/tags – STMicroelectronics NV (NYSE: STM)
Facilities in Italy
 - Readers – Plexus Corp. (NASDAQ: PLXS)
Facility in Penang, Malaysia
 - Cryotags and racks - RC Precision Engineering
Facility in Penang, Malaysia
 - Cryovials – supplier being selected
- Centralize warehousing and co-ordination of shipping/logistics around world – initially in Penang, Malaysia





Future Market Applications

Other Healthcare Markets	Non-Healthcare Markets
1. Surgical instruments	14. Security
2. Pathology	15. Defense
3. Clinical trials	16. Cold chain logistics/supply chain
4. Pharmaceutical	17. Courier companies
5. Seed banks	18. Aerospace/aviation
6. Forensics	19. Industrial
7. Blood products	20. Manufacturing
8. Diagnostics	
9. Research	
10. Biological sensing	
11. DNA	
12. Allograft i.e. heart valves	
13. Medical waste	



Execution Capability - Experienced and Commercially Focussed Management and Board

Brett Schwarz
CEO, Managing Director,
Co-founder

- >22 years experience in chartered accounting and consulting prior to founding Zmood Innovations (MEMS technology consultancy) (2001) and Bluechiip (2003)

Dr Jason Chaffey
CTO

- >6 years with BCT
- Actively involved in MEMS technology for >12 years

Brett Roberts
Commercial Director

- >18 years experience
- Senior sales positions with Pfizer Australia and Cell Care Australia

Iain Kirkwood
Chairman, Non-Exec. Director

- Substantial investor/shareholder
- 35 years experience with healthcare and other companies
- Chairman/Director of 3 other ASX-listed companies
- Joined board in November 2007

Joe Baini
Non-Executive Director

- >20 years experience in pharmaceuticals industry
- Involved with BCT since July 2008
- Was senior executive and board member of two Australian listed biotechnology companies

Ron Finkel
Non-Executive Director

- >26 years in venture capital
- Extensive experience in commercialization of product
- Chairman/director of numerous companies
- Joined board in July 2012



Anticipated Near-Term Value-Creating Milestones

- Launching of commercialization programs and securing of sales
- Forming partnerships with Route-to-Market partners i.e. distributors
- Entering co-development and license agreements
- Entering other market verticals
- Granting of patents
- Other.....



Opportunity & Next steps

- **Opportunity**

- To invest in Bluechiip Limited on ASX as it enters the next growth phase
- Looking for new investors (retail, sophisticated, professional, institutional, strategic) to bolster the company's share register

- **Next steps**

- Go to www.bluechiip.com – view announcements, articles, analyst reports, financials
- Speak to your broker re BCT
- Contact Brett Schwarz
 - Meet during Showcase
 - Mobile +61 419 367 590
 - Email brett.schwarz@bluechiip.com
- Contact Pascal Nigen (Senior Vice President – MZ North America)
 - Meet during Showcase
 - Mobile 917-385-2160
 - Email pnigen@mzgroup.us



The future of tracking is bluechiip[®]

“Has it been bluechiiped?”