

## **MEM's business development and sales capabilities enhanced with appointment of highly-credentialed executive**

Australian-based reproductive biotechnology company, Memphasys Limited (ASX: MEM), is pleased to announce the appointment of Dr David Ali to the position of Director of Business Development, effective 27 March 2023.

Dr Ali's key responsibility will be to lead MEM's business development, sales and marketing activities for all products in development, with initial and greatest focus on the Felix™ sperm separation device.

His role will be to build key relationships with distributors, key opinion leaders/clinical end users, supply chain managers, regulatory bodies and government authorities across all target markets and to lead the sales and marketing function. For the Felix™ device, target markets include early access markets such as Japan, Canada and New Zealand and higher regulatory markets such as India, Australia, China, United States and Europe. It is anticipated that the focus on these latter markets will increase following approval for Felix™ device sales from relevant regulatory bodies.

Dr Ali will also assess potential markets and develop sales and marketing plans for the most advanced products under development, which include ROSA, Memphasys' proprietary Rapid Oxidative Stress Assay, and AI-Port, a device for storing and transporting livestock semen at ambient temperature for Artificial Insemination (AI). Dr Ali will also work closely with the University of Newcastle team led by MEM'S Research Director, Distinguished Laureate Professor John Aitken.

Dr Ali is a highly qualified senior executive with more than 40 years' experience in medical management, business development, sales and marketing for pharmaceutical, medical device and diagnostic companies in human and animal reproduction. He has held positions with prestigious organisations including CSIRO, Bayer, AstraZeneca, Novo Nordisk and Biogen.

MEM's Managing Director and CEO Ms Alison Coutts said Dr Ali's appointment was key to bringing to fruition the marketing and sales of MEM's products to international markets and in the short term, the Felix™ device in early markets.

"Dr David Ali is a highly credentialed and experienced executive who will add great value to Memphasys. His appointment is timely as we are now at the point where we can focus more intensely on business development, marketing and sales, especially for the Felix™ device" she said.

Dr Ali has a Bachelor of Science Degree and a PhD from Macquarie University in Pharmacokinetics. He is a member of the Association of Regulatory and Clinical Scientists.

This announcement has been approved for release by the board of Memphasys Limited.

For further information please contact:

Alison Coutts  
Managing Director / CEO - Memphasys Limited  
T: +61 2 8415 7300  
E: [alison.coutts@memphasys.com](mailto:alison.coutts@memphasys.com)

David Tasker  
Managing Director – Chapter One Advisors  
T: +0433 112 936  
E: [dtasker@chapteroneadvisors.com.au](mailto:dtasker@chapteroneadvisors.com.au)

### **About Memphasys:**

Memphasys Limited (ASX: MEM) is a reproductive biotechnology company specialising in developing and commercialising novel medical devices, diagnostics and media for application to human and animal reproduction.

Felix™ is a registered trademark of Memphasys Limited. All rights reserved.  
Website: [www.memphasys.com](http://www.memphasys.com)

For personal use only