

ASX Release
ASX Code: MEM
3 April 2023

Market Update

Highlights:

- MEM Completes First Felix™ System (Felix™) Sale to Japan
- Announces first live birth using Felix™ in India

FIRST SALES TO JAPAN

Australian-based reproductive biotechnology company, Memphisys Limited (ASX: MEM), is pleased to announce its first commercial sale of 30 sterile single-use Felix™ cartridges and console to the prestigious Kobe ART clinic (“the Clinic”) in Japan.

The Felix™ System is a patented, automated single-use cartridge that gently separates high-quality sperm from a semen sample in six minutes for use in human IVF procedures.

The Clinic made the order based on the strong endorsement of Felix™ in two recently published papers by leading global IVF clinics¹.

Japan represents one of the top five addressable markets globally for the Felix™ System with the potential market opportunity exceeding A\$100 million.² The Felix™ System is available for sale in Japan where MEM has chosen to initially work with private clinics that only treat self-funded patients following the introduction of the new IVF reimbursement regime in 2022.

FIRST LIVE BIRTH OF BABY IN INDIA USING Felix™

MEM is also pleased to announce that its Indian KOL (Key Opinion Leader) partner, Coimbatore Women’s Hospital Centre, has reported the first live birth of a healthy baby boy using the Felix™ System. The clinic uses Felix™ predominantly for males suffering from high sperm DNA fragmentation, which is common and highly-correlated with infertility.

KOLS are recognised as the esteemed practitioners of the global IVF sector and a key reference point for the wider IVF community on industry innovation and leadership. They are also traditionally the ‘first buyers’ of new products in their industry. The Coimbatore Womens Hospital Centre has made multiple orders of the Felix™ System.

India also represents one of the top five addressable markets globally for the Felix™ System with the potential market opportunity exceeding A\$50 million.³ MEM has had to temporarily suspend sales of Felix™ in India following changes introduced on 9 August 2022 by the Indian regulator, the Central Drugs Standard Control Organisation (CDSCO), to the regulation of all ART clinical processes undertaken in India and to all medical devices sold in India.

MEM has already acted to address these changes by submitting a voluntary product registration with CDSCO as an initial strategy to sell non-commercial quantities in India. MEM is also actively

¹ Refer to ASX announcement dated 7 February 2023.

² Allied Market Research Global IVF Services Market 2019 “The Infertility Trap: Why Life Choices Impact Your Fertility & Why We Must Act Now” – Cambridge University Press, 5 May 2022. Addressable market has been determined as no. of IVF cycles p.a. within the country x by estimated sales price for that country.

³ Allied Market Research Global IVF Services Market 2019 “The Infertility Trap: Why Life Choices Impact Your Fertility & Why We Must Act Now” – Cambridge University Press, 5 May 2022. Addressable market has been determined as no. of IVF cycles p.a. within the country x by estimated sales price for that country.

For personal use only



MEMPHASYS
REPRODUCTIVE BIOTECHNOLOGY

planning to manufacture in India to expedite the regulatory clearance of Felix™ in India and to potentially reduce manufacturing costs.

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

ENDS

For further information, please contact:

Alison Coutts
Managing Director / Chief Executive Officer
Memphasys Limited
Tel: +61 2 8415 7300
E: alison.coutts@memphasys.com

David Tasker
Managing Director
Chapter One Advisors
Tel: +61 433 112 936
E: dtasker@chapteroneadvisors.com.au

About Memphasys

Memphasys Limited (ASX: MEM) specialises in reproductive biotechnology for high value commercial applications. Reproductive biotechnology products in development include medical devices, *in vitro* diagnostics, and new proprietary media. The Company's patented bio-separation technology, utilised by the Company's most advanced product, the Felix™ System device, combines electrophoresis with proprietary size exclusion membranes to separate the most viable sperm cells for human artificial reproduction.

Website: www.memphasys.com

The Felix™ System is a registered trademark of Memphasys Limited. All rights reserved.

For personal use only