

## **Initial Felix™ System order placed by Vitrolife Japan**

### **Highlights**

- **Vitrolife place first order for 150 cartridges to supply five high volume Key Opinion Leader (KOL) Vitrolife IVF clinics in Japan**
- **Order follows the recent execution of the exclusive distribution agreement for Vitrolife to sell and distribute the Felix™ system in Japan**
- **Vitrolife to provide training on Felix™ and follow-up support service to these clinics as a product marketing initiative ahead of a wider product roll-out**
- **Vitrolife to market the Felix™ system via its substantial distribution network of high-volume IVF clinics to grow the Felix™ market in Japan**

Australian-based reproductive biotechnology company, Memphasys Limited (ASX: MEM), is pleased to report that Vitrolife Japan KK (Vitrolife), a subsidiary of the Swedish-based Vitrolife Group (Vitrolife AB), has placed its first order for the Felix™ System (Felix™) under its exclusive agreement to sell and distribute the device in Japan<sup>1</sup>. As Japan is an early access market, MEM does not require regulatory clearance to sell Felix™ in Japan.

The initial order of 150 Felix™ System (Felix™) cartridges will be directed to five high volume Key Opinion Leader (KOL) client clinics in Japan, as the front end of a product marketing campaign. Vitrolife will provide training on Felix™ to the KOL clinics and supply ongoing services as part of the agreement.

Felix™ is a premium, automated device comprising a console with single-use cartridges for sperm preparation in human IVF procedures. The device gently separates sperm from a semen sample in six minutes, using electrophoresis and size exclusion membranes without causing damage to sperm DNA. Felix™ is MEM's first commercial product.

Prior to the Vitrolife agreement being established, Memphasys had already established pioneering sales in Japan with one clinic having placed two orders of Felix™ and looking to place a third. Memphasys had also established a strong working relationship with another KOL clinic, introduced to Memphasys by Vitrolife, which has been undertaking *in vitro* and subsequently *in vivo* testing of the Felix system.

In 2020, the Japanese market was estimated at 450,000 cycles<sup>2</sup>. This number has continued to grow following the inclusion of IVF into Japan's national insurance system in 2022. Currently Memphasys is unable to provide Felix™ for use under the national insurance system, however it can sell freely to clinics offering private services which are the initial targets.

There are approximately 600 IVF clinics in Japan. A small number operate exclusively with insured patients whilst the majority cater to both the insured and uninsured. Whilst approximately 80% of IVF treatments are inside the insurance system, an estimated 20% are for uninsured privately funded services, for example for aged patients, patients who are otherwise not eligible for insurance or for some specific treatments that are not covered by insurance.

Vitrolife has commenced with five of its high-volume client clinics that service the private treatment market. After establishing the use of the Felix™ system with these clinics, Vitrolife plans to expand marketing to its next group of client clinics and then continue rollout to other high-volume KOL clients. Vitrolife will utilise the data from these early user clinics as points of reference for other clinics to build

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<sup>1</sup> Refer ASX announcement dated 7 August 2023

<sup>2</sup> One cycle is one round of IVF treatment.



endorsement of Felix™ further throughout the Japanese market. It is fully expected that the low volume clinics will also follow suit once they become familiar with Felix's™ clinical utility.

MEM and Vitrolife are expediting plans to explore the best avenue for participating clinics to obtain full insurance reimbursement for using Felix™ in their IVF procedures. Once in place these plans will further enhance the Felix™ presence in the Japanese market.

Vitrolife Japan KK is a subsidiary of the Swedish-based Vitrolife Group (Vitrolife AB), a world-leading global provider of medical devices, consumables and genetic testing services dedicated to the human IVF and reproductive health market. Recognised within the human IVF market for innovation and technology leadership, and premium quality product bands, Vitrolife AB predominantly markets its own products and only very selectively markets the products of other companies.

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](mailto:alison.coutts@memphasys.com)

David Tasker  
Managing Director  
Chapter One Advisors  
Tel: +61 433 112 936  
E: [dtasker@chapteroneadvisors.com.au](mailto: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](http://www.memphasys.com)

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