

Felix™ Commercialisation Advances as Memphasys Drives Direct Sales Push in Middle East

Highlights

- **Direct sales model now being executed in the MENA region to build clinic-level commercial accounts ahead of CE Mark approval**
- **New direct-sales strategy giving Memphasys greater control over execution now in full motion**
- **A/Prof Bakos visiting ~15 IVF clinics in Qatar and UAE, each representing A\$100k–A\$300k pa recurring cartridge revenue potential**
- **Current binding A\$390,000 ITL order is the floor - with upside anticipated through direct clinic onboarding**
- **Hands-on Felix™ inductions forming part of a broader commercial activation strategy to prepare clinics for immediate purchasing**
- **Keynote address at the MEFS Conference drives procurement engagement and expand the Felix™ commercial pipeline**
- **CE Mark approval anticipated in early 2026, unlocking full commercial rollout**

Memphasys Limited (ASX: MEM) (“Memphasys” or “the Company”) is accelerating the commercialisation of its Felix™ sperm-selection device through a direct sales engagement strategy in key Middle East markets, focused on converting clinical interest into purchasing behaviour, account activation, and recurring cartridge revenue.

The company’s direct-sales strategy, providing greater control over execution, is now in full motion. Memphasys Director - Clinical Partnerships & Growth, A/Prof Hassan Bakos, is in Doha leading on-site Felix™ commercial planning at ITL, preparing them to go direct and engaging their clinic networks to drive demand beyond the A\$390K minimum order quantity.

This marks the first phase of an intensive business-development push across the region, culminating at the Middle East Fertility Society (MEFS) Conference in the UAE - one of the Middle East’s most influential fertility conferences - where A/Prof Bakos took the stage as a keynote speaker to the region’s leading clinical decision-makers.

As part of this strategy, A/Prof Bakos is meeting directly with ~15 IVF clinics across Qatar and the UAE, each representing an annual revenue opportunity of A\$100,000 to A\$300,000 from Felix™ cartridge usage once clinics are commercially active.

His visit is not simply a technical roadshow - it is an execution-focused commercial initiative designed to prepare sites to become “match-ready” the moment CE Mark approval is granted in early 2026. Match-readiness includes operational familiarity, procurement alignment, clinical endorsement, workflow integration and immediate capacity to commence cartridge ordering.

While training is one element of the process, the broader objective is commercial enablement and deeper clinic-level relationships that accelerate Felix™ utilisation and revenue upon regulatory clearance.

MEFS Conference - commercial inflection point

Memphasys' participation at the Middle East Fertility Society (MEFS) Conference in the UAE (5–6 December) provided direct access to senior clinicians and procurement decision-makers.

A/Prof Bakos' keynote presentation on 6th December titled: *"A non-inferiority study to assess the safety and performance of the Felix™ System vs Density Gradient Centrifugation (DGC) and Swim-Up (SU) for spermatozoa separation"*, reinforced Felix™'s clinical credibility while opening direct sales dialogues with clinic management teams.

Memphasys is being supported by representatives of International Technical Legacy (ITL), who will introduce clinic networks and open further sales channels.

Direct clinic engagement program

Prior to the conference, Memphasys' structured engagement program has included:

- Full-day Felix™ deployment at Hamad Medical Corporation (HMC), Doha
- A seminar for 30–50 embryologists in Qatar
- Workflow integration visits across more than ten clinics in Qatar
- Additional clinic visits in Sharjah, Dubai and Abu Dhabi

Each engagement reinforces practitioner confidence, establishes internal champions and finalises commercial onboarding requirements.

Distribution structure & revenue model

Memphasys has a five-year exclusive commercial distribution agreement with ITL covering 15 MENA countries and Turkey¹. Under this agreement:

- ITL will promote Felix™, manage clinician induction and provide after-sales support
- A binding cartridge order of A\$390,000 exists - forming a baseline revenue commitment
- The greater revenue opportunity is unlocked through direct per-clinic consumption

With A/Prof Bakos engaging ~15 clinics during this visit alone, the commercial revenue horizon has scope to significantly exceed the initial A\$390K order.

Memphasys Non-Executive Chairperson, Lindley Edwards, said:

"Felix™ is now being sold through a direct-engagement strategy that places our operational leadership inside clinics, building real commercial readiness. Across Hassan's scheduled clinic visits, each site has the potential to contribute A\$100k to A\$300k per year in recurring cartridge revenue, significantly expanding potential upside beyond the initial A\$390,000 distributor commitment. By front-loading market engagement now, we are ensuring that when CE Mark approval is achieved, clinics can convert immediately to active purchasing."

Next Steps & Market Guidance

Memphasys will continue expanding its Middle East customer pipeline and will update the market on conversion progress as clinic engagements move into formal purchasing arrangements.

¹ Refer to ASX announcements dated 8th and 18th September 2025

With CE Mark approval anticipated in early 2026, Memphasys is building a switch-ready market capable of rapid commercial activation - positioning Felix™ as a frontline sperm-selection technology across the region.

The Company will update the market on any material developments arising from the conference and ongoing MENA commercialisation activities in due course.

Authorised by the Board of Memphasys Limited.

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About Memphasys

Memphasys Limited (ASX: MEM) is an Australian-based reproductive biotechnology company commercialising the Felix™ System, a patented bio separation technology that isolates the most viable sperm cells for human assisted reproduction.

By combining electrophoresis and size-exclusion membranes, Felix™ delivers a fast, gentle and standardised sperm selection process that enhances sperm quality and reduces laboratory time. The system replaces traditional centrifugation, which can cause cellular stress and DNA damage, offering clinicians a superior, repeatable alternative.

Memphasys' commercial strategy focuses on building contracted sales through direct and distribution-led channels, scaling production to improve margins, and establishing Felix™ as a new global standard in sperm preparation for IVF.

Website: www.memphasys.com

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