

## Memphasys Secures First \$530,000 South-East Asian Commercialization Agreement for Felix™

### Highlights

- Memphasys has entered into an exclusive commercialisation agreement with TMSC Viet Nam Medical Technology Company Limited (TMSC Vietnam) for the Felix™ sperm separation system in Vietnam
- First commercial partnership in South-East Asia - marking a significant geographic expansion beyond the Company's existing European, MENA, Japan and India commercialisation network
- Two-year contract valued at A\$530,000, with quarterly volume growth driving an increase from A\$205,000 in Year 1 to A\$325,000 in Year 2 following regulatory approval.
- Felix™ Vietnam - registration expected in August 2026, after which sales can commence
- Agreement mirrors Memphasys' proven direct sales model, with the Company working alongside TMSC Vietnam to drive product education and clinical adoption

Memphasys Limited (ASX: MEM) ("Memphasys" or "the Company") is pleased to announce it has entered into an exclusive commercialisation agreement with TMSC Viet Nam Medical Technology Company Limited (TMSC Vietnam) for the sale and distribution of the Felix™ System in Vietnam.

The agreement is the Company's first commercial partnership in South-East Asia and represents a meaningful step in the geographic diversification of Memphasys' international distribution network. Vietnam is one of Asia's fastest-growing assisted reproductive technology markets, with the IVF sector estimated at ~US\$141 million<sup>1</sup> in 2023 and forecast to exceed US\$200 million by 2029<sup>1</sup>, driven by rising infertility rates, increasing healthcare investment and growing demand for premium fertility services.

The country has established itself as a regional IVF leader, with success rates comparable to leading centres in Europe and the United States, supported by highly trained clinicians and rapidly expanding fertility infrastructure across Hanoi and Ho Chi Minh City. Against this backdrop, demand for advanced sperm selection technologies such as Felix™ is expected to accelerate as clinics increasingly focus on improving IVF outcomes and laboratory efficiency.

### Agreement Structure

The two-year agreement has a total contracted value of A\$530,000, comprising A\$205,000 in Year 1 and A\$325,000 in Year 2 with contracted quarterly cartridge order growth to meet expected as Felix™ clinical adoption.

Full commercial sales are expected to commence following receipt of regulatory approval from the relevant Vietnamese health authorities. The Felix™ System has been confirmed as a Class B medical device under Vietnamese regulations. Once TMSC Vietnam receives the required documentation from

<sup>1</sup>Vietnam IVF market estimates sourced from TechSci Research, "Vietnam In Vitro Fertilization (IVF) Market Forecast & Opportunities, 2029

Memphasys, registration is expected to be completed within approximately one month, providing a materially faster pathway to commercial launch and now expected in August 2026.

TMSC Vietnam has placed an initial order for 100 Felix™ cartridges and 3 consoles to support in-market testing and clinical preparation activities ahead of full commercial launch. The balance of the contracted order will be delivered on a quarterly basis throughout the contracted period.

### **About TMSC Vietnam**

TMSC Viet Nam Medical Technology Company Limited is a leading Hanoi-based medical technology company focused on the application of advanced technology across the Vietnamese healthcare sector. TMSC Vietnam operates across reproductive health, with an established portfolio spanning diagnostics, digital health tools, and medical device distribution.

It has an existing track record in male fertility and has previously distributed male reproductive health diagnostic products in Vietnam and developed OvumB, an AI-powered ovulation tracking and fertility support application. The company has also collaborated with pharmaceutical and medical device partners across Vietnam, including partnerships with Medical Electronic Systems (MES), a global company with wholly-owned offices in the United States, Belgium, Israel, India, and China; iXensor, a Taiwan-based mobile health company; and Tyson Bio, a Taiwanese manufacturer of healthcare products.

TMSC Vietnam's commercial focus on the fertility and reproductive health segment makes it a well-suited partner to introduce the Felix™ system to Vietnam's growing network of IVF and ART clinics.

### **Commercial Model**

The Vietnam agreement reflects the same commercial structure Memphasys has deployed successfully in the MENA region through its ITL partnership, an exclusive territory arrangement supported by a direct engagement model where Memphasys works alongside its commercialisation partner in-market.

Under this approach, Memphasys provides active support on product education, clinical positioning, and market development activities, while leveraging TMSC Vietnam's local regulatory expertise and established relationships across the Vietnamese healthcare system.

Marjan Mikel, Chair of the Memphasys Commercialisation Committee, commented:

*"Vietnam is exactly the kind of market Felix™ was built for; a sophisticated, high-growth IVF sector that is actively looking for clinical tools that improve outcomes and reduce procedural complexity. TMSC Vietnam brings deep local knowledge in reproductive health and a genuine commitment to advancing fertility care in Vietnam. This agreement does not only open a new geography, it confirms our commercial model is globally scalable to new markets. We are looking forward to working alongside the TMSC Vietnam team to introduce Felix™ to Vietnamese clinicians and we are confident in the opportunity ahead."*

Mrs. Truong Cam Van, Director of TMSC Viet Nam Medical Technology Company Limited, commented:

*"Vietnam's fertility sector is growing rapidly, and clinicians here are actively seeking technologies that deliver better outcomes for patients. Felix™ addresses a genuine clinical need, it is a sophisticated, evidence-based platform that we believe will resonate strongly with IVF specialists across the country. We are proud to be bringing this technology to Vietnam and look forward to working closely with the"*

*Memphasys team to establish Felix™ as the standard of care for sperm preparation in Vietnamese fertility clinics."*

## **Outlook**

With this agreement, Memphasys continues to build its international commercialisation footprint in high-value fertility markets. Key near-term milestones include:

- Progression of the Vietnamese regulatory submission process, expected in August 2026
- Commencement of in-market testing activities with TMSC Vietnam using the initial 100-cartridge and 3-console order plus the 1<sup>st</sup> commercial order in the September quarter, 2026 totalling approximately A\$50,000.
- Continued development of Memphasys' broader South-East Asian distribution strategy

Authorised by the Board of Memphasys Limited.

## **Ends**

For further information, please contact:

### **Colin Jacoby**

Chapter One Advisors

T: +61 433 112 936

E: [cjacoby@chapteroneadvisors.com.au](mailto:cjacoby@chapteroneadvisors.com.au)

## **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 ART procedures.

Website: [www.memphasys.com](http://www.memphasys.com)

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## **Forward Looking Statements**

Certain statements made in this announcement are forward-looking statements. These forward-looking statements are not historical facts but rather are based on Memphasys's current expectations, estimates and projections about the industry in which Memphasys operates, and its beliefs and assumptions. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. Such statements are subject to

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