



Memphasys Secures UK Market Entry and Accelerates Commercial Expansion

Highlights

- Four UK IVF groups actively commercial trialling the Felix™ System, with initial commercial orders received from the customers within weeks of engagement
- Orders received from IVF groups conducting >10,000 cycles annually and independent clinics demonstrating the broad appeal of Felix
- UK represents one of the world's largest fertility markets, with more than 100,000¹ fertility treatments and preservation cycles conducted annually
- Commercial momentum continues across the UK, MENA, Europe, Japan and Australia, with further customer conversions and contracts anticipated

Memphasys Limited (ASX: MEM) ("Memphasys" or "the Company") is pleased to report a rapid acceleration of its commercial footprint in the United Kingdom, with four clinics now actively commercial trialling the Felix™ System and first orders received from multiple sites within weeks of the Company's initial in-market engagement.

UK Market Entry - Rapid Commercial Progression

The United Kingdom represents one of the world's largest IVF markets and a strategically significant geography for Memphasys. The Company's ability to operate commercially in the UK is underpinned by its UKCA (UK Conformity Assessed) Mark approval, which was secured earlier in 2026 and provides immediate and direct market access.

In recent weeks, Director of Clinical Partnerships and Growth A/Prof Hassan Bakos conducted a structured program of direct clinic visits across London and the broader UK, meeting with a range of IVF clinics and clinical teams to introduce the Felix™ System and progress commercial discussions.

The results of this engagement have been swift and commercially meaningful:

- Four UK IVF Groups are now actively commercial trialling the Felix™ System
- First orders have been received from multiple clinics, with commercial agreements close to being finalised and expected to be a materially larger, multiple year and minimum volume based commercial relationships.
- Trialling clients include large IVF conglomerates with multiple sites across the UK that conduct more than 10,000 cycles per annum to smaller private clinics demonstrating the broad appeal of Felix™.
- The commencement of commercial trials has resulted in sales of consoles and several hundred cartridges to these groups.

For commercial reasons, the Company has not disclosed the identities of the clinics at this stage.

¹ Source: Fertility treatment 2024: trends and figures | Human Fertilisation & Embryology Authority

ESHRE - Continued UK and European Engagement

A/Prof Bakos will return to London in the coming weeks to attend ESHRE, one of the world's premier reproductive medicine conferences, where Memphasys is a participating Exhibitor and work with partners to promote the Felix™ solution to potential clients. The Company expects this event to generate further clinical engagement, advance existing pipeline opportunities and support additional order conversion across the UK and Europe.

Strategic Context

The UK commercial progression represents a continuation of the Company's strategy of building a global network of Felix™ adopting clinics, underpinned by a single-use cartridge-driven recurring revenue model. Each clinic onboarded represents an ongoing and growing revenue stream as procedure volumes and cartridge utilisation increase over time.

The pace of UK commercial adoption - multiple orders placed within weeks of initial direct customer engagement - is consistent with the commercial momentum the Company has been building across MENA, Europe, SE Asia, India, Japan and Australia.

A/Prof Hassan Bakos, Director of Clinical Partnerships and Growth, commented:

"The response from UK IVF Groups has been exceptional. Within a very short period of initial engagement, we have moved from introduction to Felix commercial trialling and orders across multiple sites, reflecting the strength of the clinical evidence behind Felix™ and the genuine unmet need it addresses in the IVF laboratory. The UK is a sophisticated and demanding market, and the speed at which clinicians have recognised the value of Felix™ gives us considerable confidence as we head into ESHRE. We expect this momentum to build further over the coming weeks."

This announcement has been authorised for release by the Board of Memphasys Limited.

ENDS

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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 ART procedures.

Website: www.memphasys.com

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