

Memphasys Consolidates Japan Growth with Repeat Felix™ Order and Direct Expansion into Nishitan ART Clinic Group

Highlights

- Repeat order from Nishitan ART Clinic Kobe Sannomiya Branch, part of Japan's leading private fertility network, the Nishitan ART Clinic Group, where Felix™ is gaining traction as a repeat-use technology in IVF workflows.
- **200 Felix™** cartridges ordered (**A\$24,000 value**), scheduled for dispatch in November 2025.
- Nishitan ART Clinic Group conducts an estimated **21,000** IVF/ICSI cycles per year.
- Memphasys will engage directly with Kobe part of the broader Nishitan Group, using this relationship as the launch platform for its new go-direct strategy in Japan.

Memphasys Expands Direct Commercial Footprint in Japan

Memphasys Limited (ASX: MEM) ("Memphasys" or "the Company") is pleased to announce a follow-up order for 200 Felix™ cartridges from the Kobe Clinic, part of the Nishitan ART Clinic Group, one of Japan's largest and most established fertility networks. The A\$24,000 order follows successful integration of the Felix™ System and highlights its transition from initial adoption to repeat clinical use.

The Nishitan ART Clinic Group performs an estimated 21,000 IVF/ICSI cycles annually, offering a significant platform for commercial expansion. With Kobe Sannomiya Branch performing ~1,400 cycles per year, ongoing purchases reflect growing clinician confidence in Felix™.

Strategic Opportunity

Japan is the world's largest IVF market, performing close to 500,000 assisted reproduction cycles each year. Within this, an estimated 20% (around 100,000 cycles annually) fall into the premium, non-reimbursed self-pay segment, where patients and clinics actively seek differentiated technologies to enhance outcomes. Felix™ fits squarely within this segment, offering a novel, evidence-based solution that improves sperm selection and supports clinics competing on quality and success rates whilst improving clinic throughput and efficiency.

Japan's largest private fertility centres individually perform between 5,000 and 25,000 cycles per year, representing a significant concentration of opportunity. Based on these volumes, the addressable market for advanced sperm-selection technologies such as Felix™ is substantial, with the top-tier clinics alone accounting for tens of thousands of procedures annually within the self-pay segment.

Memphasys will engage directly with Kobe Sannomiya Branch and subsequently the broader Nishitan ART Clinic Group to build clinical advocacy, generate reference data, and expand within Japan's high-value IVF sector, advancing the Company's go-direct commercial strategy and accelerating global revenue growth.

Strengthening Commercial Traction in Japan

Japan represents one of the world's largest and most technologically advanced fertility markets, with more than 600 IVF clinics performing almost 500,000 cycles annually¹.

Memphasys plans to increase its direct commercial activity in Japan, supporting clinics through product demonstrations, on-site training, and data-sharing initiatives with key opinion leaders. Multiple additional clinic engagements are planned for clinics in the self-pay IVF segment, with growing interest driven by positive early-user feedback.

Memphasys CEO, Dr David Ali, said: *“This repeat order from Kobe Sannomiya Branch, part of the Nishitan ART Clinic Group, highlights growing traction for Felix™ in Japan. With around 14 clinics nationwide, Nishitan represents a major commercial opportunity as we advance our go-direct strategy in the self-pay IVF segment. Felix™ offers a fast, easy, and standardised approach to sperm preparation and clinicians are seeing the benefits. We expect momentum in Japan to continue building through FY2026.”*

Next Steps

Memphasys continues to execute its focused commercialisation strategy, with key priorities to:

- **Drive near-term revenue growth** through direct sales in more regulatory-friendly markets such as **Japan** and **New Zealand**.
- **Advance existing contracts** with **ITL** in the Middle East and North Africa and in foster new agreements in **India**, both contingent upon **CE Mark approval**, now expected in early 2026.
- **Leverage existing IVF clinic relationships** to accelerate market penetration and build commercial momentum.
- **Prepare for European** launch post CE-Mark approval, **now expected in early 2026**.
- **Scale manufacturing and lower cartridge production costs** to enhance gross margins and strengthen the **Felix™ razor-and-blade business model**.

¹ Japan Society of Obstetrics & Gynecology (JSOG) (2022)

Further updates will be provided as additional commercial agreements are finalised.

Authorised by the Board of Memphasys Limited.

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For further information, please contact:

Dr David Ali
CEO
Memphasys Limited
Tel: +61 2 8415 7300
E: david.ali@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) is an Australian-based reproductive biotechnology company commercialising the Felix™ System, a patented bioseparation 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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