

## **Qatar's Largest IVF Institution Places First Major Repeat MENA Orders for Felix™**

### **Highlights**

- Qatar's largest IVF institution , Hamad Medical Corporation (HMC), has commenced commercial ordering of Felix™ cartridges for clinical use
- Initial HMC demand tracking at approximately 100 Felix™ cartridges per month, supporting ~1,500 IVF cycles per annum
- Separate follow-on order for a further 200 Felix™ cartridges secured by ITL, reflecting broader MENA clinic demand outside Qatar
- CE Mark approval enables immediate clinical use of Felix™ in Qatar and other CE-recognised MENA markets
- HMC represents the first major institutional reference customer in the MENA region
- Second regional visit by A/Prof Hassan Bakos in as many months reflects accelerating regional uptake
- ITL/MEM in several late stage contractual discussions with clients located across 5 other countries

### **Hamad Medical Corporation – Anchor Institutional Customer**

Memphasys Limited (ASX: MEM) ("Memphasys" or "the Company") is pleased to confirm that Hamad Medical Corporation (HMC), one of Qatar's largest and most prominent fertility providers, has committed to commencing commercial in-clinic use of the Felix™ system, including ongoing orders of Felix™ cartridges given that CE-Mark approval allows for the immediate use of Felix in the country. This represents a significant milestone in the Company's Middle East and North Africa (MENA) commercial rollout.

The commitment from HMC is a direct result of Memphasys' go-direct commercial strategy, executed in partnership with International Technical Legacy (ITL), and provides strong and rapid validation of Felix™'s clinical value proposition and the effectiveness of this approach in accelerating adoption across the region.

HMC, Qatar's primary public health provider and leading reproductive medicine service, conducts approximately 1,500 fresh Assisted Reproductive Technology (ART) cycles annually and has begun adopting Felix™ at an initial rate of around 100 cartridges per month, establishing a strong recurring institutional demand profile.

With an initial annual usage of 1,200 cartridges, HMC alone accounts for almost half ITL's minimum annual contractual commitment of 2500 cartridges<sup>1</sup>, providing early confirmation of contracted demand.

<sup>1</sup> Refer ASX announcement dated 18 September 2025

With more than 350 clinics across the MENA region, and target clinics each capable of generating A\$100,000–A\$300,000 per annum in Felix™ cartridge revenue, the region represents a substantial and scalable revenue opportunity for Memphasys as commercial execution accelerates.

### **Broader MENA Demand Reflected in ITL Follow-On Order**

Separately, and reflecting broader clinic demand across the MENA region, Memphasys has secured a follow-on order for a further 200 Felix™ cartridges under its distribution agreement with International Technical Legacy (ITL)<sup>2</sup>.

This follow-on order is not specific to HMC, and reflects:

- Increasing procurement activity across ITL's regional clinic network including the United Arab Emirates
- Conversion of post-CE Mark interest into commercial purchasing
- Growing confidence in Felix™ across multiple IVF operators

Together, the HMC deployment and the ITL follow-on order demonstrate both institutional adoption and wider regional demand for Felix™. Further, ITL/MEM finalising several late stage contractual discussions with clients located across five (5) other countries, which the Company is confident of finalising in the coming months.

### **Commercial Momentum Driving Continued Regional Engagement**

Reflecting accelerating interest and uptake, A/Prof Hassan Bakos, Director of Clinical Partnerships and Growth at Memphasys, is undertaking his second visit to the MENA region in as many months, at ITL's request.

This visit, funded by ITL, will focus on:

- Supporting ongoing utilisation and optimisation at HMC,
- Advancing additional clinic onboarding across the ITL network, and
- Engaging clinicians at a major ART conference in Egypt, alongside targeted clinic meetings.

### **Egypt – Priority Expansion Market**

Egypt represents one of the largest and fastest-growing IVF markets in the MENA region, forecast to exceed USD 500 million, and is viewed as a priority market for replicating both institutional-led and network-led Felix™ adoption.

### **Marjan Mikel, Chair of the MEM Commercialisation Committee, added:**

“HMC provides a high-quality institutional reference point, while ITL's follow-on order reflects growing demand beyond a single site. Together, these outcomes demonstrate that Felix™ is gaining rapid traction both at an institutional level and across the wider MENA clinic network and further testament that our strategy and approach are working.”

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<sup>2</sup> Refer ASX announcement dated 8 September 2025

## Outlook

With:

- Institutional adoption underway at Hamad Medical Corporation,
- Additional cartridge orders secured through ITL, and
- Expanding engagement across Egypt and the broader MENA region,

Memphasys believes Felix™ is entering a new phase of commercial execution in the Middle East & North Africa, underpinned by both anchor-customer validation and growing regional demand.

**Authorised 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](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.

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