

Memphasys commences Three-Year Equine Fertility Study, with Commercial Outcomes from Felix™ System expected within 12 months

Key Highlights

- **Felix™ System study has demonstrated significant improvement in fresh stallion sperm quality, positioning it as a leading technology for equine breeders.**
- **Commercialisation of Felix™ in the equine Artificial Insemination (AI) market expected within 12 months.**
- **Felix™ offers superior sperm isolation in just six minutes, far quicker than traditional methods and considered groundbreaking for commercial breeding operations.**
- **The equine AI market is valued at over USD \$681.1 million, with major opportunities also identified in the non-thoroughbred breeding sector.**

Australian biotechnology company Memphasys Limited (ASX: MEM) is pleased to announce that it has commenced a comprehensive three-year equine fertility study following positive results from initial trials of its Felix™ System¹. The study is a critical step towards full commercialisation, with significant commercial outcomes anticipated within the next 12 months.

Study Success and Fast-Tracked Commercialisation

Memphasys is accelerating its path to commercialisation, leveraging the success of its initial Felix™ System study which validated the system's ability to significantly improve sperm quality in fresh stallion ejaculates. The study was conducted by the University of Newcastle's Infertility and Reproduction Research Program and demonstrates the Felix™ System's ability to isolate high-quality sperm with enhanced motility and reduced DNA fragmentation.

Dr David Ali, Managing Director and CEO of Memphasys, said:

"Initial results from the Felix™ System trials are extremely encouraging which swiftly led to a larger study to further establish Felix™'s commercial readiness. We expect to see significant commercial outcomes within the next 12 months, particularly in the non-thoroughbred breeding market, where the system's efficiency and speed will provide a critical advantage to the equine breeding industry".

Next Steps in the Three-Year Study

Memphasys has commenced a three-year fertility study in collaboration with the University of Newcastle and Equibreed UK Ltd. The study aims to cement Felix™'s position as a leading sperm isolation technology in the global equine AI market. With support from prominent Australian stud

¹ Refer ASX announcement dated 16 September 2024

farms, the study will focus on demonstrating the system's broader commercial potential and effectiveness in improving fertility outcomes.

Commercial Opportunities in the Equine AI Market

With the global equine AI market valued at over USD \$681.1 million and expected compound annual growth rate of 5.7%², Felix™ is poised to capture a substantial market share of this market, particularly in the non-thoroughbred sector. The Felix™ System's ability to process sperm samples in just six minutes, compared to traditional methods that take 20 minutes or more, offers breeders the ability to handle large volumes of high-value genetic material efficiently, directly improving breeding success rates.

Dr Ali added: "Our focus is to deliver a commercially ready solution for the equine breeding market within 12 months. Felix™ provides a faster, more efficient process to isolate high-quality spermatozoa, and we are confident our system will become the preferred choice for breeders seeking to enhance fertility outcomes".

Preparing for Global Market Entry

In parallel with the Company's ongoing study, Memphasys is actively engaged with global distributors to pave the way for Felix™'s commercial rollout. The data generated over the next year will support market entry and provide a strong foundation for further growth in the broader animal fertility sector, including bovine applications.

This announcement has been approved for release by the board of Memphasys Limited.

ENDS

For further information, please contact:

Dr David Ali
Managing Director / Chief Executive Officer
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) specialises in reproductive biotechnology for high value commercial applications. Reproductive biotechnology products in development include medical devices, in vitro diagnostics, and new proprietary media. The Company's patented bioseparation technology, utilised by the Company's most advanced product, the Felix™ System, combines electrophoresis with proprietary size exclusion membranes to separate the most viable sperm cells for human artificial reproduction.

² Global Market Insights Inc., Equine Artificial Insemination Market Share
<https://www.gminsights.com/industry-analysis/equine-artificial-insemination-market>



Website: www.memphasys.com

The Felix™ System is a registered trademark of Memphasys Limited. All rights reserved.