ASX Release **1 September 2026**
ASX Code: MEM

€526,500 Nordic Agreement Expands Felix™ European Footprint to Nine Countries

Highlights

- **€526,500 minimum contracted value across three Agreement Years, following a three-month evaluation period, covering Denmark, Sweden, Norway, Finland and Iceland,**
- **Immediate initial quarter order valued at €20,625, plus three Felix™,**
- **NOVIVITAE appointed exclusive commercialisation partner across the five Nordic markets, subject to minimum purchase quantities and other material obligations,**
- **The agreement expands Memphasys' European commercial footprint to nine countries, adding the Nordic states to Italy, the United Kingdom, Turkey and Poland, and**
- **The Nordic markets represent an established assisted reproduction region, with approximately 55,000 ART treatment cycles reported in 2020.**[1]

Memphasys Limited (ASX: MEM) ("Memphasys" or "the Company") is pleased to announce that it has entered into an exclusive commercialisation agreement with NOVIVITAE ApS ("NOVIVITAE") for the sale and commercialisation of the Felix™ System across Denmark, Sweden, Norway, Finland and Iceland.

The agreement further advances the Company's European commercial roll-out. Together with existing commercial sales or agreements in Italy, the United Kingdom, Türkiye and Poland, the five Nordic markets expand Felix™ commercial activity to nine European countries.

Agreement Structure and Commitments

The agreement commences immediately, with an initial order of €20,625 to be supplied and invoiced in the September quarter. During the 3-month evaluation period, Memphasys and NOVIVITAE will immediately commence commercial planning and market-development activities ahead of the introduction of Felix™ to IVF clinics across the Nordic markets. The three-year commercial term includes minimum contracted purchases of €526,500.

NOVIVITAE has been appointed exclusive commercialisation partner across the Nordic territory, subject to agreed minimum purchase and performance obligations. The agreement

[1] Wyns C et al., "ART in Europe, 2020: results generated from European registries by ESHRE", Human Reproduction Open, 2025. The approximate total is derived from the country-level data reported for Denmark, Sweden, Norway, Finland and Iceland.

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includes quarterly ordering requirements and increasing minimum purchase commitments over the term, providing a structured pathway to growing recurring revenue.

Nordic Market Opportunity

The Nordic countries have sophisticated and established fertility-care systems and high utilisation of assisted reproductive technology. The latest comparable country-level data identified by Memphasys records approximately 55,000 ART treatment cycles across Denmark, Sweden, Norway, Finland and Iceland in 2020. The 2020 reporting period was affected by COVID-19 and is presented as a historical benchmark, not a current market forecast.[2]

Each Felix™ procedure uses a single disposable cartridge, providing the potential for recurring revenue as clinics adopt the system and utilisation increases.

About NOVIVITAE

NOVIVITAE is a Denmark-based IVF and laboratory-technology distributor that supplies products and services to IVF clinics and sperm and egg banks across the Nordic region. Its activities include direct engagement with IVF laboratories and embryologists, scientific workshops and product demonstrations. NOVIVITAE co-organised vitrification workshops at the Nordic IVF Laboratory Society's 2024 meeting in Copenhagen.

Under the agreement, NOVIVITAE will develop relationships with IVF clinics, fertility specialists, embryologists and key opinion leaders; conduct product demonstrations and training; support clinical adoption; and provide first-line customer support throughout the Nordic territory.

Marjan Mikel, Memphasys Non-Executive Director and Chair of the Commercialisation Committee, said:

"This is another important step in expanding the European commercial footprint for Felix™. With the Nordic states added to Italy, the UK, Turkey and Poland, we now have commercial arrangements across nine European countries.

"NOVIVITAE's hands-on approach to introducing new technologies and driving clinic adoption makes it an ideal partner for Felix™. With a number of advanced commercial discussions progressing across Europe and our Director of Commercial Operations-Europe commencing in mid-September, we are well positioned to build on this momentum through further agreements and growth from our expanding partner network."

NOVIVITAE Managing Director Søren Venderby said:

"We are seeing strong early interest from IVF clinics across the Nordic region. Clinics are particularly interested in Felix™ clinical benefits and its potential to improve laboratory workflow and efficiency. We believe this provides a strong foundation for commercial adoption across the Nordic markets."

Outlook

Near-term activity will focus on supply of the initial order, distributor training, market-development planning, clinic engagement and product demonstrations during the three-month evaluation period. Quarterly minimum purchase commitments will commence following that period.

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 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 global standard in sperm preparation for ART procedures.

Website: www.memphasys.com

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

Forward Looking Statements

Certain statements made in this announcement are forward-looking statements. These statements are based on Memphasys' current expectations, estimates, projections, beliefs and assumptions and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the Company's control.

Actual results may differ materially from those expressed or implied. Memphasys cautions shareholders and prospective shareholders not to place undue reliance on forward-looking statements, which speak only as at the date of this announcement. Except as required by law or an applicable regulatory authority, Memphasys undertakes no obligation to publicly revise or update those statements.