

Genea Biomedx receives CE Mark for Gavi® automated vitrification instrument and Geri® benchtop incubator

SYDNEY, 14 June 2015: Two of Genea Biomedx's innovative fertility technologies have cleared a major milestone, achieving CE Mark certification.

The achievement of regulatory clearance allows Gavi and Geri to be made available for sale in the European Union.

Genea Biomedx and Merck Serono, the biopharmaceutical business of Merck, recently signed global collaboration agreement, granting global marketing and commercialisation rights to Genea Biomedx's product portfolio to Merck Serono. All products will be provided through Merck Serono's Fertility Technologies unit.

Conceived through the fertility knowhow of Genea Biomedx's parent company Genea, the instruments are designed to provide solutions to some of the challenges involved in successful fertility treatment:

- Gavi is the world's first automated vitrification instrument which uses an automated, standardised protocol aiming to ensure consistent results in blastocyst vitrification; and
- Geri is a benchtop incubator that includes a camera system that allows scientists to view the embryo without repeatedly removing it from its optimal environment.

"Achieving CE Mark certification for our two flagship instruments is a major milestone for Genea Biomedx. Gavi and Geri are at the forefront of our plans to ideate and create innovative solutions for fertility labs that deliver improved outcomes to patients across the world," Genea Biomedx General Manager Kim Giliam said.

"Both instruments created significant interest from scientists and clinicians at recent scientific conferences and we look forward to bringing them both to market in the near future."

Gavi and Geri will be on display and available to order at ESHRE in Portugal 14-17 June 2015.

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About Genea Biomedx

Genea Biomedx creates and manufactures practical, accessible and precise fertility technologies that help standardise and automate fertility treatment. Its unique relationship with Genea Fertility means that Genea Biomedx is a manufacturer that truly understands the customers' perspective. As a result Genea Biomedx has developed the world's first automated vitrification instrument, and has other projects well advanced in the product pipeline.