

Genea welcomes ZEISS and Hamilton Thorne to the Global Fertility Alliance

SYDNEY, 30 June 2016: As a founding member of the Global Fertility Alliance, Australian fertility pioneer Genea today welcomed two new members, ZEISS and Hamilton Thorne Ltd.

Established a year ago by Genea, Merck, a leading science and technology company, and Illumina Inc, a leader in developing and commercialising systems for analysis of genetic variation and function, the alliance is a collaboration to advance excellence in fertility technologies and processes within the assisted reproductive treatment (ART) laboratory.

ZEISS, an internationally leading technology enterprise operating in the optics and optoelectronics industries, and Hamilton Thorne Ltd., a leading provider of precision laser devices and advanced image analysis systems for ART, regenerative medicine and developmental biology research markets, will join the founding members of the alliance and their quest to improve the consistency in ART laboratories worldwide.

An update on the alliance's activities will be presented at the 2016 annual meeting of the European Society of Human Reproduction and Embryology (ESHRE in Helsinki, Finland).

Genea CEO Dr Tomas Stojanov said the addition of new member companies to the alliance was an important step in its work to enhance progress and innovation.

"We welcome the opportunity to collaborate with ZEISS and Hamilton Thorne, two experts in their fields that bring a new lens to the questions we are seeking to resolve, namely how to achieve standardisation of fertility processes within the ART laboratory to ensure more people are able to take home the healthy baby they strongly desire," Dr Stojanov said.

ZEISS Microscopy Business Group Director Market Segment Education & Routine Peter Kraemer said they were impressed by the alliance's progress so far and looked forward to contributing to improvements in ART practices through technology innovation.

"ZEISS has a strong heritage in the development of specialized microscopes and we are committed to using our expertise in this field to drive the standardization of ART processes and techniques further," Mr Kraemer said.

Hamilton Thorne CEO David Wolf reiterated the importance of the alliance's goal to drive automation and standardization in fertility laboratories worldwide to promote better outcomes for patients.

“As a pioneer in the field of developing instruments for the in vitro fertilization clinic, advancing the science of fertility treatment is in the DNA of our company,” Mr Wolf said.

Media Contact:

Elizabeth Gosch

M: 0414 319 775

E: elizabeth.gosch@genea.com.au

BACKGROUND

Genea is a fertility pioneer, researching, developing and introducing breakthrough techniques and technologies in assisted reproductive treatment for more than 30 years. The group is responsible for advances in fertility treatment which virtually doubled IVF success rates in the mid-nineties and continues to improve outcomes today through innovative and world first discoveries and technologies. Genea is a strongly interconnected group of three companies:

Genea Fertility has clinics across Australia, as well as in New Zealand and Thailand and offers consistently offers patients a greater chance of success compared to the average of all other Australian and New Zealand clinics combined*.

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.

Genea Biocells develops unique disease-specific and unaffected human pluripotent stem cell platforms, differentiated cells, including the first robust skeletal muscle differentiation platform; culture media and small molecule libraries for use in research, drug development and cell therapy. Genea Biocells partners with scientists in industry and academia to advance innovative projects using chemical biology and stem cell-driven approaches.

About the Global Fertility Alliance

Recognizing the importance of innovation in ART technologies, the Global Fertility Alliance aims to enhance progress and innovation in three ways. Firstly, the founding members aim to foster integration of multiple, leading fertility technologies. Secondly, building on this, the alliance will aim to collaborate with leading health care professionals and medical societies to develop global standards. And finally, as technologies in the fertility space are rapidly advancing, the alliance will also develop educational resources for health care professionals worldwide. These efforts will include training curricula and workshops as well as access to model labs, symposia and events at medical meetings.

The Global Fertility Alliance was launched at the 31st Annual Meeting of the European Society of Human Reproduction and Embryology (ESHRE) in June 2015. Founding members were Genea, Merck and Illumina.

*According to age-standardised analysis of the latest available data (2013) released 2015 from the Australian and New Zealand Assisted Reproduction Database (ANZARD) and based on live births per embryo transfer for women using their own eggs.