

Genea launches IVF technology company – Genea Biomedx

LONDON, 8 July 2013: World leading fertility group Genea will transform 26 years of IVF experience into a new IVF technology company with the launch of Genea Biomedx at the 2013 European Society of Human Reproduction and Embryology (ESHRE) conference in London tomorrow.

Australian formed and owned, Genea has long been a fertility pioneer. The company's research and technologies virtually doubled IVF success rates for patients in the mid-nineties and continue to improve outcomes today.

For Genea's entire 26 year history in IVF, it has reinvested around 10 per cent of its revenue into research and development annually.

Genea was the first IVF clinic in the world to develop and routinely conduct blastocyst biopsy and the first clinic in Australia to:

- introduce routine Day 5 embryo transfers;
- introduce routine single embryo transfer; and
- develop and routinely replace the old slow freezing method for embryos, eggs and sperm with a more efficient and successful vitrification process.

As Sydney IVF, Genea developed the world first triple sequential media system and produced the first embryo culture media under a ready to use philosophy – no additional preparatory steps need to be taken by the user.

Embryo culture media, the vital solutions that nurture egg, sperm and embryo development, have been developed by Genea for more than 20 years. The first and second generations of Genea's embryo culture media are in use in more than 600 clinics across 60 countries under the name Sydney IVF Media Suite.

The third generation of Genea's world leading embryo culture media are currently undergoing the final stages of registration in relevant countries. Genea Embryo Media Suite will be manufactured and distributed by Genea Biomedx in 2014.

The establishment of Genea Biomedx will allow world leading fertility advances such as this and other new developments to be shared with IVF clinics around the world.

"Here at Genea, we are uniquely positioned as both a world leading fertility clinic and a world leading IVF technologies lab. As the newly formed Genea Biomedx, we're powered by real world knowledge from our fertility clinics and perfectly placed to come up with innovative advances that will help make more couples' dreams of taking home a healthy baby come true," Genea CEO Tomas Stojanov said.

“Genea offers patients a 30 per cent greater chance of taking home a healthy baby compared to the average of all other Australian and New Zealand clinics combined*. Through the establishment of Genea Biomedx, we are giving IVF patients and clinics in other countries the chance to benefit from our world leading Australian scientific and technological know-how.”

Genea Biomedx will be officially launched at the prestigious ESHRE Conference in London today.

GENEA BIOMEDX AT ESHRE:

The Genea Biomedx booth can be found at stand E116

GENEA BIOMEDX PRESENTS:

Tammie Roy

Tues 9 July 16:15: Capital Hall A

Novel automated instrument executing a standardised closed vitrification system protocol yields equivalent outcomes with human blastocysts when compared with open manual vitrification system.

Eddie Vom

Wed 10 July 15:00: Room S8-A

Development of novel automated vitrification instrument; confirmation of ability to control critical parameters in a microfluids consumable and software controlled instrument as part of vitrification.

ENDS

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Genea is at the forefront of fertility treatment and has been since we pioneered the technology in the 1980s. Genea is a private, unlisted company owned by its employees and associated fertility specialists.

Genea has clinics at the following locations: *Sydney City, Liverpool, Bella Vista, Canberra, Newcastle, Wollongong, Gosford, Coffs Harbour, Lismore, Orange, Port Macquarie, Tamworth, Maitland, Perth and Bangkok.*

* Data based on the Assisted Reproductive Technology in Australia and New Zealand 2010 publication and Genea's 2010 submission to ANZARD. Genea's 30 per cent greater chance is calculated based on live birth rates per embryo transfer at Genea compared to the average of all other clinics in Australia and New Zealand.