

Memphasys & Hydrix awarded Good Design Awards for Felix™ development

Key Highlights:

- Memphasys and Hydrix recognised for design and engineering excellence at the Good Design Awards
- The Felix device has received a **Gold Good Design Award** for engineering design and a **Good Design Award** for product design in the medical and scientific category
- The Good Design Award is one of the oldest and most prestigious international design awards in the world

Hydrix Limited (ASX: HYD, 'Hydrix' or the 'Company') is pleased to announce that as product development partner to bio-separations company Memphasys Limited (ASX: MEM), it has been jointly named recipient of two 2020 Good Design Awards for the Felix device.

Felix, which is a unique device used for quickly separating high quality sperm from a semen sample for use in human IVF procedures, won a Gold Good Design Award for the Engineering Design category and a Good Design Award for Product Design, Medical and Scientific category.

The Felix device consists of a console and single-use cartridges which contain the cell-separation technology. The cartridges combine an electrophoresis technology with size exclusion-based membranes, patented hydrogels, and other polymer membranes to separate specific types of cells from fluids. Hydrix's role in the project was to translate Memphasys's core technology into a usable, commercial product, applying our User eXperience (UX), industrial design and engineering skills. Usability of the device was a significant focus with the Hydrix development team collaborating with select IVF labs to test and mature the workflow of Felix, in addition to developing packaging, labelling and Instructions for Use (IFU).



Commenting on the award, Memphasys Executive Chair Alison Coutts said:

"I am thrilled that Memphasys and Hydrix have been recognised with such a prestigious award for all of the hard work conducted to date on the Felix device. The device is a world-first technology, so it is highly encouraging when independent assessors review the design and deem the device to be an example of class-leading engineering."

"These Good Design awards demonstrate the powerful product innovation capability that Hydrix uses to help clients transform disruptive medical ideas into commercial products," said Michael Trieu Hydrix Services General Manager. "We are thrilled to apply our innovation, creativity, and product engineering excellence to help Memphasys become a great Australian technology company success story."

Australia's annual Good Design Awards program is one of the oldest and most prestigious international design awards in the world, promoting excellence in design and innovation since 1958. The Good Design Awards are recognised by the World Design Organization (WDO) as Australia's peak international design endorsement program.

Hydrix holds a minority investment position in Memphasys (<1%).

This announcement is authorised for release by the Board of Directors of Hydrix Limited.

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About Hydrix Limited

Hydrix Limited (ASX: HYD) is a powerful product innovation company. Hydrix purpose is to enhance the health, safety, and wellbeing of one Billion lives. The company leverages its powerful product innovation capability across multiple growth platforms: **Hydrix Services** design and engineer client products which transform industries; **Hydrix Ventures** generate equity returns through investing in high potential companies; and **Hydrix Medical** bring innovative medical technologies to market.