

**ASX Release**  
**2 July 2014**

## **RHS LAUNCHES PRE-IMPLANTATION IVF SCREENING KIT EmbryoCollect™**

- **RHS' lead product EmbryoCollect™ launched at leading international reproductive medicine and embryology conference in Munich**

**Adelaide, 02 July, 2014:** Australian IVF-focussed company Reproductive Health Science ("RHS") (ASX: RHS) is pleased to advise Managing Director and CEO Dr Michelle Fraser has launched its lead product, EmbryoCollect™ at an international forum for reproductive medicine and embryology in Munich, Germany.

RHS is one of 134 exhibitors at the 2014 European Society of Human Reproduction and Embryology Conference (ESHRE) which is a key forum for the IVF community attended by more than 8,500 international delegates. ESHRE runs from 29 June until 2 July 2014 (<http://www.eshre2014.eu/>).

Commenting from Munich, Dr. Fraser said: "There has been real interest in the EmbryoCollect™ product driven by the increasing awareness and use of Pre-Implantation Genetic Screen (PGS) during the IVF process and the clinical data demonstrating its positive effects on IVF success rates.

"We are encouraged by the positive response EmbryoCollect is receiving from both IVF clinics and distributors."

EmbryoCollect™ is a kit that has an immediate application to improve the success rate of In-Vitro Fertilisation (IVF). Following 10 years of research and development, RHS has developed this test specifically to assess embryos for chromosomal number prior to implantation as part of an IVF cycle.

### **Media Coverage**

The Company is also pleased to provide a link to a news piece which highlighted RHS' EmbryoCollect™ product and its potential to provide a greater chance of IVF success.

[Click here to view: www.youtube.com/watch?v=eYM6wKjV\\_HQ](http://www.youtube.com/watch?v=eYM6wKjV_HQ)

Managing Director and CEO Dr Michelle Fraser also featured on *The Today Show* where the significant benefits of EmbryoCollect™ were highlighted. Click here to view: <http://www.jump-in.com.au/show/today/videos/3638371869001/>

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## About Reproductive Health Science

Reproductive Health Science is an advanced biotech company that has successfully developed a test to assess embryos for chromosomal abnormalities prior to implantation as part of an In-Vitro Fertilisation (IVF) cycle. The two component system has an immediate application to improve the success rate of IVF. The Company's lead product "embryo select" is aimed at improving health and research outcomes through the application of its frontier technologies with the initial primary focus of improving IVF success. The Company will launch this product in mid-2014 and anticipates first sales within the calendar year.

### Reproductive Health Science Ltd.

ACN 010 126 708  
ASX: RHS

### Issued Capital

51.13 million shares  
5.88 million options

### Registered Office

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### Company Chairman

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Simon O'Loughlin  
Donald Stephens  
Johnathon Matthews  
Emeritus Prof Colin Matthews

### Company Secretary

Donald Stephens