



DIAGNOSTIC OPPORTUNITY

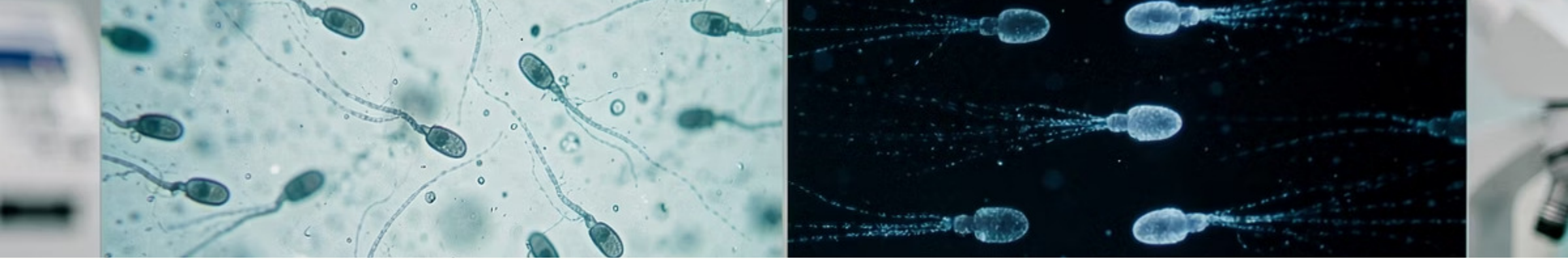
Modelling the Commercial Case for Sperm DNA Testing

Examen Sperm DNA Testing may support a clinically relevant and commercially assessable diagnostic pathway for IVF clinics, fertility hospitals, urologists, and male fertility centres. This page helps clinics explore the financial assumptions, operational considerations, and potential pilot structure before deciding whether integration is appropriate.

Advanced Diagnostics Sperm DNA Testing beyond standard semen analysis	Commercial Clarity Model your clinic's ROI before committing to a pilot	Designed for Operational Integration Designed to avoid major capital expenditure or in-house laboratory buildout, subject to local workflow and logistics requirements.
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Open the ROI Calculator (Excel)

View HTML Calculator



THE CLINICAL GAP

Why the Male-Factor Diagnostic Gap May Carry Clinical and Commercial Implications

⚠️ **Could earlier diagnostic insight help reduce uncertainty and support patient counselling in selected cases?**

Measures concentration, motility and morphology only

Not visible through standard semen parameters

A possible contributor to unresolved clinical questions and patient uncertainty

For years, fertility pathways have relied on a longstanding assumption: if the semen analysis looks acceptable, the male factor has largely been assessed. It is an operationally familiar assumption, but may be clinically incomplete in selected cases. Standard semen analysis can describe concentration, motility and morphology — yet it cannot directly show whether the sperm DNA cargo is damaged.

In repeated failed cycles, unexplained infertility, recurrent miscarriage or poor embryo development, that diagnostic gap may contribute to repeated investigations, uncertainty, and patient counselling challenges. Examen may help clinics assess this gap with advanced Sperm DNA Testing powered by SpermComet technology, including assessment of total DNA damage and, where clinically appropriate, double stranded sperm DNA fragmentation.

What Clinic Owners, Medical Directors and Embryology Teams Need to Know

Advanced sperm DNA diagnostics may support clinics in investigating male-factor contributions and improving pathway clarity. The case for integration is both clinical and commercial.



Rising Patient Expectations

Patients increasingly expect deeper answers after failed IVF, ICSI or recurrent pregnancy loss. Offering appropriate advanced diagnostics may support clearer counselling and patient confidence.



Underdeveloped Male Pathway

Male factor investigation is often underdeveloped compared with female pathway investigation. Routine semen parameters may be normal while sperm DNA integrity remains clinically relevant.



Dropout Risk

Failed or unexplained cycles may increase the risk of emotional disengagement or pathway discontinuation. Improving diagnostic clarity may support patient communication and continuity of care, depending on clinic context.



Competitive Differentiation

Advanced diagnostics can differentiate a clinic without requiring major capital expenditure or an in-house laboratory buildout — a potential commercial consideration.



CALCULATOR 1

Clinic Commercial Scenario and Patient Continuity Model

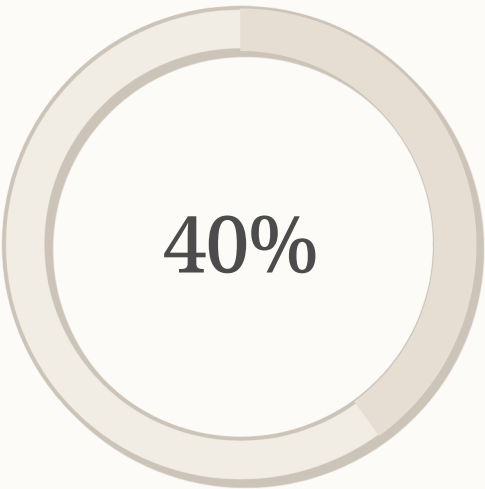
Use this model to understand the direct diagnostic margin, patient pathway retention value, monthly value variance and annualised commercial value your clinic may model under selected assumptions. The default scenario below uses a UAE-based clinic with 80 IVF/ICSI cycles per month. Blue input cells in the companion Excel workbook are fully editable for your local assumptions.

Input	Default	Unit	Notes
Monthly IVF / ICSI cycles	80	cycles/month	Average clinic cycle volume per month
Eligible cases for Sperm DNA Testing	40%	%	Male factor, unexplained, recurrent failure or recurrent miscarriage pathway
Expected Examen adoption rate	60%	%	Percentage of eligible cases offered or accepting testing (scenario assumption, not a guarantee)
Patient retail price per test	4,388	local currency	Clinic-set patient price
Examen transfer price to clinic	3,250	local currency	Default UAE model uses AED 3,250
Clinic admin and consumables cost	50	local currency	Staff time, consent admin and basic consumables
Average revenue per IVF / ICSI cycle	25,000	local currency	Average gross clinic revenue per cycle
Current post-failure dropout rate	35%	%	Patients who do not continue after failure
Scenario dropout rate after pathway integration	20%	%	Scenario assumption, not a guarantee

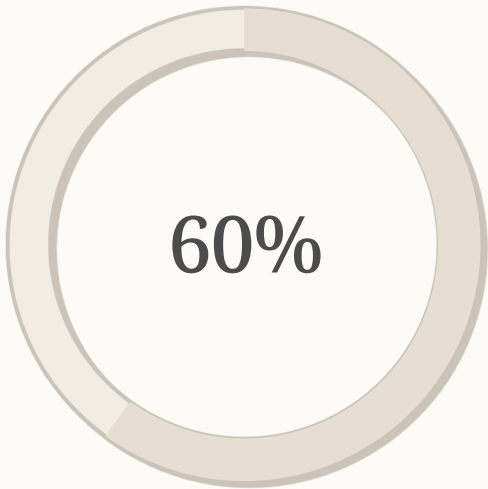
⚠ Scenario assumption, not a guarantee.



Monthly IVF/ICSI cycles



Eligible cases for Sperm DNA Testing



Expected Examen adoption rate
(scenario assumption, not a guarantee)

❏ All calculator outputs are illustrative scenario models only. Results depend on clinic-specific assumptions including patient eligibility, adoption rate, pricing, courier costs, exchange rates, patient continuation behaviour, local regulations, and operational workflow. The model does not guarantee revenue, profit, patient retention, clinical outcome improvement, IVF success, live birth, miscarriage reduction, or reduced legal risk.

How the ROI Logic Works

The calculator derives each output from the inputs above using transparent, auditable formulas. The model captures both the direct diagnostic margin and the potential indirect value of improved patient continuity under modelled assumptions.



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CALCULATOR 2

Central Hub vs. Clinic-Owned Shipper: Operational Cost Comparison

Use this calculator to compare the operational cost per Examen test for a shared regional hub model versus a direct clinic-owned Belfast shipper model. The Excel workbook calculates both models side by side and highlights the modelled lower-cost route under the selected assumptions. Default inputs assume 100 cycles per month in a UAE-based clinic.

Input	Default	Unit	Notes
Monthly IVF / ICSI cycles	100	cycles/month	Average cycle volume
Eligible cases	40%	%	Estimated SDF-appropriate case mix
Adoption rate	50%	%	Estimated adoption among eligible cases
Examen transfer price	3,250	local currency	Default UAE model
Clinic markup on transfer price	35%	%	Retail price = transfer price × (1 + markup)
Clinic to hub courier per batch	150	local currency/batch	Applies to Central Hub model
Hub handling fee per vial	25	local currency/vial	Applies to Central Hub model
Belfast shipper cost GBP	600	GBP/shipment	International shipper cost assumption
GBP to local currency rate	4.90	FX	Adjust to local currency conversion
Target minimum clinic margin	20%	%	Clinic-defined commercial viability threshold

Central Hub Model Shared regional logistics with batched courier and hub handling fees	Clinic-Owned Shipper Direct Belfast shipper with clinic-managed international freight
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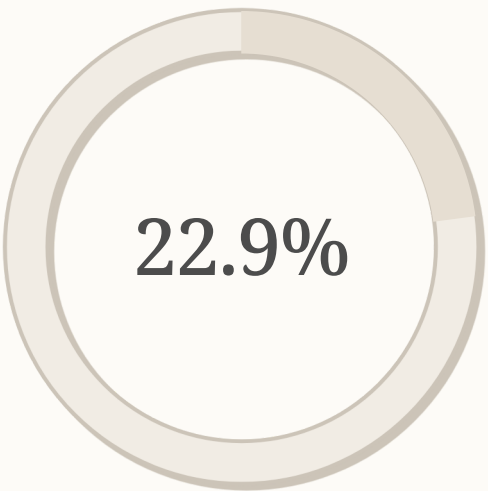
MODEL OUTPUTS

Central Hub vs. Clinic-Owned Shipper: Side-by-Side Results

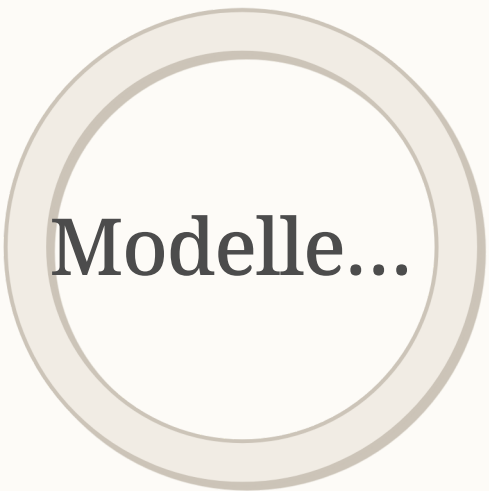
At 20 monthly tests, the Central Hub model shows a higher modelled margin per test and shipper utilisation under the default scenario. Both models clear the default 20% modelled threshold under the stated assumptions, but the Central Hub route is modelled as the lower-cost pathway at this volume.



Central Hub shipper utilisation at 20 tests



Central Hub clinic margin



Freight cost difference vs. Clinic-Owned Shipper

Metric	Central Hub	Clinic Owned Shipper	Interpretation
Monthly Examen tests	20.0	20.0	Cycles × eligible rate × adoption rate
Shipper utilisation	100.0%	20.0%	Capacity utilisation per shipper
International freight per test	29.40	147.00	Freight allocated to each test
Local courier / admin per test	55.00	12.50	Local logistics cost
All-in operational cost per test	134.40	209.50	Freight + local logistics + admin
All-in cost including transfer	3,384.40	3,459.50	Transfer price + operational cost
Clinic margin per test	1,003.60	928.50	Retail price minus all-in cost
Clinic margin %	22.9%	21.2%	Margin per test / retail price
Monthly net clinic margin	20,072	18,570	Margin per test × monthly tests
Decision status	Modelled as commercially viable under stated assumptions	Modelled as commercially viable under stated assumptions	Compares margin % to target hurdle

Open Calculator 2 in Excel

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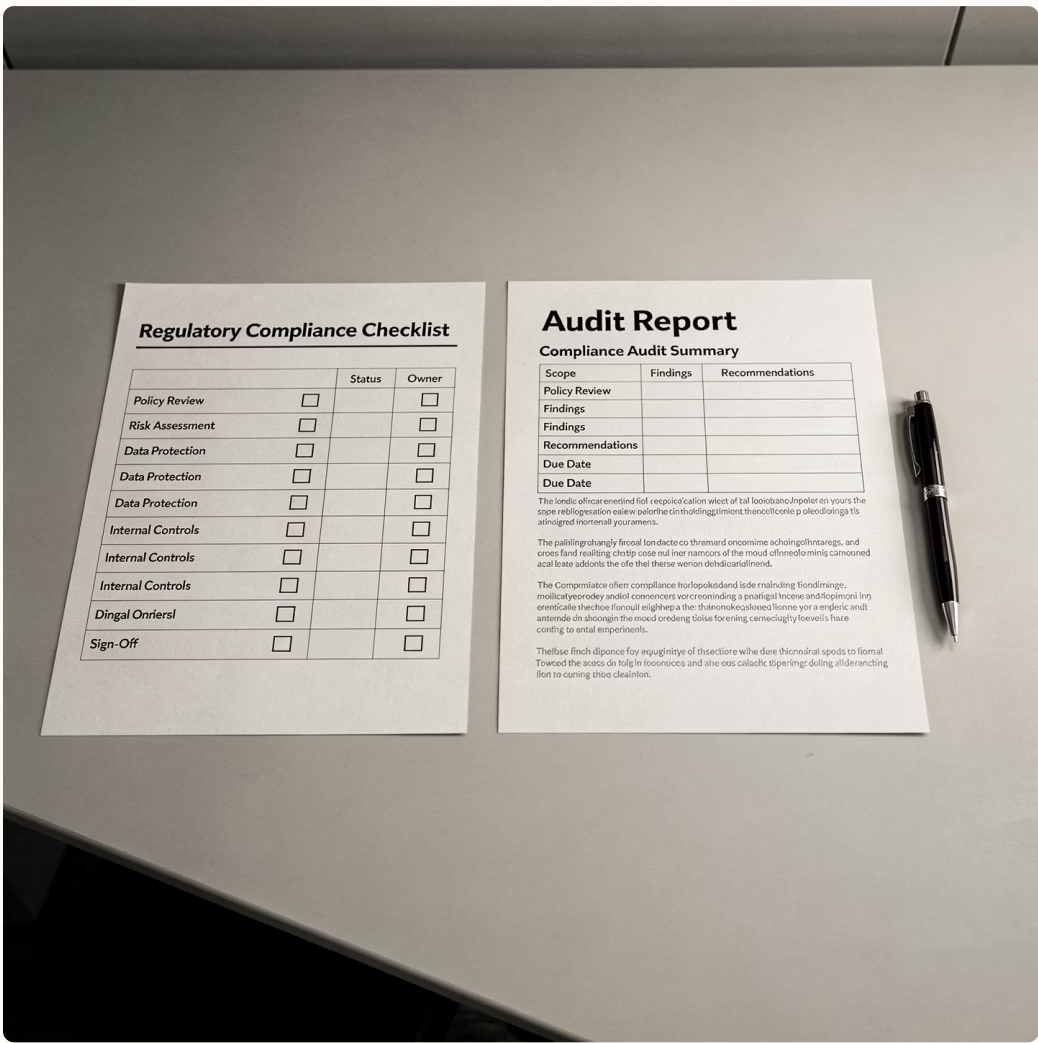
Compliance and Clinical Claims: What This Document Is — and Is Not



What This Document Is

This document and the attached calculators are commercial modelling tools. They are designed to help clinic owners, medical directors and finance teams evaluate the commercial case for integrating Examen Sperm DNA Testing into their diagnostic pathway.

Examen integration into your clinic should be positioned as a diagnostic support pathway: evidence-based, clinically relevant and commercially transparent.



What This Document Is Not

This is not a regulatory approval document and does not constitute a promise of clinical outcome. Before launch, each clinic should validate:

- Sample collection SOPs and patient consent wording
- Biological sample export requirements and courier acceptance and local regulatory approvals where applicable
- Packaging, storage conditions and turnaround expectations
- Local tax treatment and Belfast receiving workflow

❌ Clinics please avoid any language that guarantees pregnancy, live birth, IVF success, miscarriage prevention, clinical outcome improvement, financial return or patient retention.

GET STARTED

Model the Financial Case for Your Clinic Today

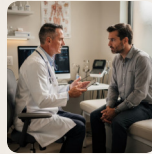
Examen Sperm DNA Testing may form part of a diagnostic support pathway with both clinical and commercial planning considerations. The calculators in this pack help your clinic explore scenario-based assumptions before deciding whether to pilot. Download the Excel workbook to run your own scenario, or open the live HTML calculator to explore the model interactively.

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For IVF Clinics and Fertility Hospitals

Model your cycle volume, adoption rate and patient continuity assumption to see your annualised value variance.



For Urologists and Male Fertility Centres

Understand how advanced sperm DNA diagnostics help assess possible male-factor diagnostic gaps in your pathway.



For Laboratory Groups and Regional Partners

Compare the Central Hub and Clinic-Owned Shipper models to identify the modelled commercially efficient logistics route under selected assumptions.

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