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ASX Announcement

For immediate release

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Bluechiip & Genea Biomedx License and Supply Agreement

Bluechiip Limited (ASX:BCT, "Bluechiip" or the "Company"), leader in the development of sample tracking technology for harsh environments, and Australian fertility innovator Genea Biomedx, have entered into a license and supply agreement to incorporate Bluechiip's sample tracking technology into Genea Biomedx's range of Assisted Reproductive Technology (ART) instruments used in IVF clinics across the globe.

The agreement will see groundbreaking technologies coming together to provide automation, standardization and traceability for the treatment of patients with infertility. Bluechiip's wireless tracking technology uniquely suited to operate in -196°C cryogenic temperatures combined with Genea Biomedx's platform technologies and access to global markets will give fertility clinics across the world innovative and effective tools.

Under the terms of the License and Supply agreement:

- Bluechiip will exclusively license and supply Genea Biomedx with Bluechiip technology in the field of Assisted Reproductive Technology
- The license and supply will progress through staged development phases including concept due diligence, product development and subsequent commercial release
- The license includes milestone payments with minimum quantities on commercial release

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said, "We are delighted to be working so closely with Genea Biomedx to incorporate Bluechiip and offer truly differentiated technologies to IVF clinics around the world. The partnership strengthens both parties' positions and will lead to customer benefits in standardization, automation and traceability." Mr McLellan added, "This agreement is a major step forward for Bluechiip providing validation of our OEM strategy to partner with global leaders to incorporate Bluechiip technology into their products.

Mr Tomas Stojanov, Genea CEO, said, "The development is exciting as it will allow further differentiation of our platform technologies in the market through incorporating the Bluechiip wireless tracking technology and its ability to track patient samples through extreme temperature cycles.

"Achieving standardization and traceability on our instruments is a critical driver for Genea Biomedx and is at forefront of our plans to ideate and create innovative solutions for fertility labs." Mr Stojanov added, "The development will further enhance our product platform and instruments coming after recently securing a global collaboration agreement and instrument CE marking", see http://www.geneabiomedx.com/News/Media-Releases.

Conceived through the fertility knowhow of Genea Biomedx's parent company Genea, the instruments are designed to provide solutions to some of the challenges involved in successful fertility treatment:

- Gavi is the world's first automated vitrification instrument which uses an automated, standardised protocol aiming to ensure consistent results in blastocyst vitrification; and
- Geri is a benchtop incubator that includes a camera system that allows scientists to view the embryo without repeatedly removing it from its optimal environment.

This agreement comes after the release of recent products including our development kit which has facilitated multiple opportunities including two development agreements with confidential partners in the fields of Protein Crystallography and Cell Therapies."

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About Genea Biomedx

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.

About Bluechiip Limited:

Bluechiip has developed a wireless tracking solution for the healthcare and life science, security, defence and manufacturing industries which represents a generational change from current methods such as labels (hand-written and pre-printed), barcodes (linear and 2D) and microelectronic integrated circuit (IC)-based RFID (Radio Frequency Identification).

The unique tag is based on MEMS technology and contains no electronics. The tag can either be embedded or manufactured into a storage product, such as vials or bags. Easy identification, along with any associated information from the tag such as temperature, can be detected by a reader, which can also sense the temperature of the tagged items. The traditional identification technologies have significant limitations. Whereas a barcode requires a visible tag or line-of-sight optical scan, bluechiip® technology does not. Unlike labels, barcodes and RFID, the bluechiip® technology can sense the temperature of each item a tag is attached to, or embedded in.

The bluechiip® technology has initial applications in the healthcare industry particularly those businesses which require cryogenic storage facilities (biobanks and biorepositories). bluechiip® offers the only technology that enables accurate and reliable tracking of products including stem cells, cord blood, and other biospecimens. In addition to functioning in extreme temperatures, the bluechiip® tracking solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

The bluechiip® technology has other healthcare applications in pathology, clinical trials and forensics. Several other key markets outside of healthcare include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

Further information is available at **www.bluechiip.com**

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