

INSTRUMENT SALE TO NOVO NORDISK TO UNDERTAKE GROUP EVALUATION

Adelaide, Australia, 14 July 2025: Leaders in AI microbiology automation, Clever Culture Systems Ltd (ASX: CC5) (**CCS** or the **Company**), is pleased to announce the receipt of a purchase order for an APAS® Independence instrument from **Novo Nordisk** in Europe. The sale will be completed to Novo Nordisk to enable their assessment of the suitability of the APAS® technology for use across their manufacturing network.

Highlights:

- **APAS® Independence sale to Novo Nordisk in Europe**
- **Novo Nordisk to complete evaluation of APAS® technology for use across their manufacturing network**
- **Evaluation will assess the performance of both 90mm and contact plate analysis modules for the reading of culture plates used in pharmaceutical environmental monitoring**
- **Sales strategy targeting top-tier multinational pharmaceutical manufacturers gaining traction**

Brent Barnes, CCS CEO & Managing Director said:

"We are pleased to receive this purchase order from Novo Nordisk for an APAS® Independence, to undertake an evaluation. This milestone aligns with our strategy of focusing on partnerships with major pharmaceutical manufacturers who are looking to identify new initiatives and technology that have the potential to improve their current practices globally. The evaluation will give Novo Nordisk the opportunity to experience the performance and potential of the APAS® technology, as they consider broader implementation across their manufacturing network."

APAS® Independence sale and evaluation with Novo Nordisk

The Company has received a purchase order for an APAS® Independence instrument from Novo Nordisk in Europe to undertake an evaluation of the technology for use across their manufacturing network. The sale price is consistent with pricing previously disclosed to the market.

The evaluation by Novo Nordisk will be completed by a centralised team based in Denmark who will assess the performance of the APAS® Independence for the reading of microbiology culture plates collected during environmental monitoring and compare it to their existing manual processes. The evaluation will assess the system for reading of both 90mm plates (settle plates) and the smaller 55mm contact plates as a complete solution for environmental plate reading.

Execution of sales strategy targeting global pharmaceutical manufacturers

The Company's sales strategy is focused on engaging the world's largest manufacturers of sterile pharmaceuticals. These organisations have both the resources and infrastructure to evaluate new technologies centrally and deploy them at scale across global manufacturing networks.

These manufacturers typically have Centres of Excellence responsible for evaluating new products and innovations in QC microbiology (including environmental monitoring), supporting internal and external audits, and driving global manufacturing improvements. This structured evaluation process aligns well with the Company's approach to customer engagement and technology validation for these larger multinational accounts.

The Company is executing well against this strategy, generating sales and installations with five leading multinational pharmaceutical companies: AstraZeneca, Bristol Myers Squibb, Thermo Fisher Pharma Services, Novo Nordisk, and a fifth customer that recently completed a successful evaluation for settle plates. Collectively, these five companies operate a large number of manufacturing sites globally, representing an estimated sales opportunity of between 60-80 APAS® instruments¹. This highlights the significant opportunity for the APAS® Independence that has already been established in a short period of time.

¹ CCS management estimate based on customer discussions

The Company expects to announce evaluations and sales to additional large-multinational pharmaceutical customers over the course of the 2026 fiscal year within this customer segment.

Approved for release by the CCS Board.

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About Clever Culture Systems

Clever Culture Systems (CCS) provides intelligent automation solutions to microbiology laboratories. Based in Adelaide, South Australia, the Company has developed a best-in-class technology, the Automated Plate Assessment System (APAS® Independence), using artificial intelligence and machine learning software to automate the imaging, analysis and interpretation of microbiology culture plates. The technology remains the only US FDA-cleared artificial intelligence technology for automated culture plate reading. The product is currently being sold to microbiology laboratories in the pharmaceutical manufacturing sector for the reading of environmental monitoring culture plates and to clinical laboratories as an in vitro diagnostic for infectious diseases. Thermo Fisher Scientific, Inc is exclusive distributor of the APAS® Independence to clinical customers in the United States and selected countries in Europe.

INVESTOR ENQUIRIES

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