

SALES AND COMMERCIAL UPDATE

Delivering against the commercial strategy to increase adoption among global pharmaceutical customers

Adelaide, Australia, 28 May 2026: Australian medical technology company Clever Culture Systems Ltd (ASX: CC5) (**CCS** or the **Company**), a leader in microbiology automation using artificial intelligence, is pleased to provide a sales and commercial update outlining continued strong progress in the pharmaceutical market with the addition of a new top-20 pharmaceutical customer and further APAS® Independence sales.

Key Highlights

- **Two new pharmaceutical customers secured:**
 - **One new top-20 global pharma customer¹**
 - **One single-site US-based customer; evidence of expanding market awareness outside targeted large pharma accounts**
- **The number of active global top-20 pharma customers deploying APAS® Independence increased during FY26, with further growth anticipated in FY27**
- **Expansion opportunity with existing global pharmaceutical customer potential:**
 - **Up to 100 APAS® Independence instruments, equivalent to \$50 million² in upfront sales**
 - **Approximately \$10 million in annual recurring revenue**

Brent Barnes, CEO and Managing Director said:

“FY26 is concluding with positive commercial momentum and strong execution against key milestones, positioning the Company for continued growth in FY27 and beyond.

Over the past 12 months, we successfully increased adoption of our APAS® technology within top-20 global pharmaceutical companies, delivering against our stated strategy. As we move into FY27, our focus remains on both continuing to land new large pharma customers and expanding deployments within our growing customer base into routine use.

The Company has achieved 11 APAS® instrument placements in FY26³, consistent with guidance provided to the market, and has established a strong foundation for sustained commercial expansion and growth.”

Sales delivery: Two new pharmaceutical orders secured

New top-20 global pharmaceutical customer to commence APAS® evaluation at US facility

The Company has signed an agreement to commence a paid evaluation of APAS® Independence. The agreement includes an upfront payment covering installation services and a non-refundable prepayment towards the potential purchase of an instrument following the evaluation. Installation of the instrument is expected in June 2026. The Company is commercially restricted from disclosing the customer during the evaluation phase.

Securing engagement with another top-20 global pharmaceutical company represents a positive step in expanding adoption of the APAS® technology and validates growing industry interest in the technology amongst the largest manufacturers globally. This represents another step forward in the Company’s Land-and-Expand strategy and has the potential to lead to additional instrument placements and broader deployment opportunities across the customer’s global operations.

¹ Top-20 global pharma customer defined by largest pharmaceutical companies by revenue

² Sales estimate range is based on management’s estimate of the potential number of APAS® instruments sold to current customers at an indicative average revenue per instrument sale of \$0.5 million (AUD) and recurring annual service and software fees of approximately 20% of the instrument sales price. Assumes a USD:AUD exchange rate of 0.70. The amount is not risk weighted.

³ Includes one instrument under evaluation with Pfizer that commenced prior to FY26

Market opportunity expands for APAS® as awareness builds amongst broader pharmaceutical manufacturers

The second purchase order was received from a new United States based customer that represents a single-site opportunity, which, while the customer sits outside the Company's focused global pharmaceutical customer strategy, reflects the growing organic demand for APAS® as the technology achieves broader market recognition. The instrument has been shipped and is expected to be installed in June-26.

Over the past 12-18 months, the Company and existing major pharmaceutical users have continued to showcase APAS® at major international conferences to build awareness and broader acceptance of the technology. This purchase reflects the growing awareness of the APAS® technology across the industry and demonstrates the expansion of the sales opportunity to the broader pharmaceutical market beyond the large multinational pharmaceutical manufacturers. As APAS® Independence becomes more established as an accepted technology in pharmaceutical manufacturing, the Company expects this type of organic demand to increase, without necessarily expanding its sales team to target these smaller accounts.

Active global pharmaceutical conference engagement – generating customer awareness

Over the past month, the Company has been active in showcasing the APAS® technology at recent global pharmaceutical industry conferences (listed below). These conferences support our strategy of delivering high quality scientific content that reinforces our performance claims for the technology. CCS is rapidly emerging as a leader in the application of AI within pharmaceutical manufacturing and a demonstrated use case for the use of this technology.

- PDA Pharmaceutical Manufacturing & Quality Conference 2026 | 12-13 May 2026 | Singapore
- PDA 18th Annual Microbial Contamination and Control Conference | 13-14 May 2026 | United States
- Hot Topics in Pharmaceutical Microbiology. Pharmig's 19th Annual Irish Conference | 20 May 2026 | Ireland
- Rapid & Alternative Micro Methods: From Sterility to AI Applications | 21 May 2026 | Ireland

Our US based executive Dr Chris Ramsey presented a podium presentation titled “**Validation considerations for automated environmental monitoring plate reading using AI**”, sparking engaging conversations around AI-driven automation in quality control microbiology. Attendees explored how APAS® Independence can help streamline environmental monitoring plate reading and learnt about strategies for validation of AI technology within a GMP environment.

The Company has organised an “**APAS® Discovery Day**” to be held at AstraZeneca (Macclesfield, UK) on 3 June 2026. This event will provide customers the opportunity to meet with key opinion leaders, see the APAS® Independence in operation and network with existing users of the technology. The APAS® Global User Group, that has been initiated and formed by existing large customers, will also convene in person in conjunction with the Discovery Day, with participants attending both events.

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 is 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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