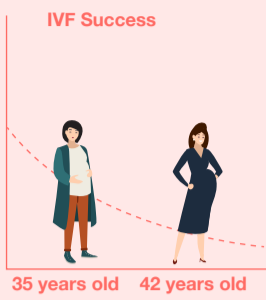


1

Time is of essence. Age and duration of infertility impact treatment success.



2

Seek help early.

WHO[^] defines infertility as the failure to achieve a pregnancy after ≥12 months of regular unprotected sexual intercourse. However, survey respondents in Asia wait much longer before seeking medical treatment. In India, Japan, Korea and Singapore, as high as 1 in 3 chose a passive “wait and see” approach despite their diagnosis.

On average, respondents in Asia took:



Over 40% of respondents delayed treatment during COVID-19. Digital initiatives accelerated significantly in this period - telemedicine, remote monitoring and other digital innovations will have a lasting impact into the future.

4

Up to 65% of respondents relied on the internet and social media as a source for their fertility information. Certain sources of online media may be inaccurate, unreliable and biased.



Real Voices, New Insights

The report integrate findings from the "EUREKA" multi-country survey across 7 countries in Asia involving over 1,465 respondents who are considering, receiving or have completed fertility treatments. Supported by publications and experts' opinion, these insights can guide couples, the public and governments to better understand the infertility journey to help more achieve their family building dreams.



EUREKA SURVEY



Total	208	205	217	203	221	201	210
Patients	104	101	117	101	116	101	104
Partners	104	104	100	102	105	100	106



More than 70% of respondents have low-moderate knowledge of infertility and conception.



Indonesia



Japan, Korea, Singapore, Vietnam

Self-reported awareness of infertility and conception is generally low in several Asia Pacific countries

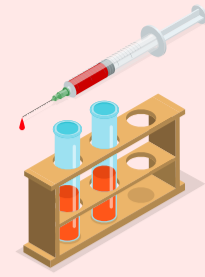
5

As high as 70% of patients switched treatment locations, citing a need for “caring, friendly” doctors and staff who can address their concerns with patience.



6

Knowledge empowers



AMH[†] is a valid biomarker of a woman's ovarian reserve which can be measured through a simple blood test.

3 facts respondents wished they knew earlier



Infertility affects men and women. Test together, not alone.



A woman's egg quality and quantity decline irreversibly with age and time.

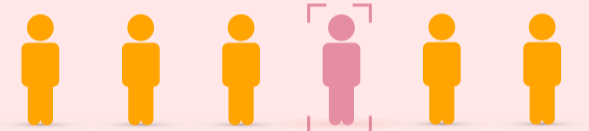
Despite medical advances, IVF success can still be age-dependent.



9

WHO:

1 in every 6 people



of reproductive age worldwide will experience infertility in their lifetime. Declining birth rates are now a concerning public health issue in many Asian countries with low total fertility rates (TFR^{**}) significantly below replacement rate of 2.1.



8

While financial support for fertility treatments is increasingly available in national healthcare schemes in Asia, coverage for emotional support remains a missing piece.



7

Respondents experience an emotional roller coaster of negativity and positivity during the infertility journey. Unexpected emotional burden was significantly reported.



[^] WHO = World Health Organization

^{**} TFR = total fertility rate, standard demographic indicator used internationally to estimate the average number of children that a woman would have over her childbearing years (i.e. age 15-49)

[†] AMH = anti-mullerian hormone, fertility biomarker of ovarian reserve and value can differ between women