



phi

PHASE  
HOLOGRAPHIC  
IMAGING

## PHI sets sights on IVF applications in livestock

**Lund, Sweden 2025-10-14** Phase Holographic Imaging PHI AB (“PHI” or the “Company”), a leading provider of advanced holographic imaging solutions, announces its strategic expansion into in vitro fertilization (IVF) in livestock – a growing field where advanced imaging can improve the assessment of oocytes and embryos in livestock breeding. The initiative leverages PHI’s core Quantitative Phase Imaging (QPI) technology and will explore how label-free, non-invasive imaging can make IVF in cows and horses more consistent, efficient, and scalable. PHI’s next-generation HoloMonitor®, which the new IVF-initiative is based on, is set to be launched later this year and PHI has officially filed a trademark application for HoloOocyte.

### Applying HoloMonitor to livestock IVF

Current IVF techniques used in livestock often depend on manual and subjective evaluation of oocytes and embryos – a process that can limit reproducibility and success rates. PHI aims to demonstrate that its quantitative, automated imaging approach can provide objective data to support better selection and monitoring throughout the IVF process.

*“With the launch of our next-generation HoloMonitor, we are entering a new era of innovation. The HoloOocyte initiative is a clear example of how we’re pushing the boundaries of our core imaging technology, now applying it to veterinary IVF. This year, PHI will begin developing a specialized instrument for in vitro fertilization in cows and horses, leveraging our expertise in non-invasive live cell imaging. By taking this innovative step, we’re expanding beyond regenerative medicine and into an entirely new field”,* says Patrik Eschricht, CEO of PHI.

### Strategic expansion

The decision to target livestock IVF reflects PHI’s long-term strategy of extending its live-cell imaging platform into applied and clinical markets. The upcoming new generation of HoloMonitor is designed with QMS compliance, AI-based data analysis, and automated workflows, which provide the foundation for this expansion.

PHI has filed a trademark application for HoloOocyte, which will serve as the working concept for developing and testing specialized imaging solutions for livestock IVF.

### Growing market for precision breeding

The global veterinary IVF market is expanding rapidly, driven by demand for genetic improvement, disease resistance, and sustainable livestock production. Bovine IVF services are projected to grow at a compound annual growth rate (CAGR) of 7.9%, reaching nearly USD 2.9 billion by 2033. Similarly, equine IVF is gaining traction among breeders focused on preserving elite genetics and improving reproductive outcomes.

PHI’s entry into this space aligns with global trends in precision breeding and sustainable agriculture, where advanced imaging and cell analysis technologies are increasingly critical. By

adapting PHI's QPI platform for veterinary applications, the Company aims to offer a label-free, cell-friendly, and automated solution for oocyte and embryo assessment, which is a key bottleneck in current IVF workflows.

*"The livestock IVF field is an ideal proving ground for our next-generation platform. This is a natural next step for PHI – we are building on our strengths in live-cell imaging to explore how our technology can bring new standards of objectivity and reproducibility to livestock IVF and, in time, to human reproductive medicine as well",* says Patrik Eschricht, CEO of PHI.

While the veterinary IVF market is PHI's immediate focus, the Company also sees a clear pathway toward human IVF applications. The road is longer, due to stricter regulatory approvals and validation requirements, but the underlying technology and infrastructure are being built with that future in mind.

This disclosure contains information that Phase Holographic is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 14-10-2025 11:36 CET.

**For additional information, please contact:**

Patrik Eschricht, CEO

E-mail: [ir@phiab.com](mailto:ir@phiab.com)

Web: [www.phiab.com](http://www.phiab.com) – [Live cell imaging & analysis](#)

**About PHI**

Phase Holographic Imaging (PHI) is a medical technology company that develops and markets its non-invasive time-lapse imaging instruments for long-term quantitative analysis of living cells. The foundation of PHI's current commercial HoloMonitor® products is Quantitative Phase Imaging (QPI) technology — an innovative approach to cell quality evaluation. QPI offers detailed analysis of cell characteristics without harming the cells, avoiding the limitations of traditional measurement methods. PHI is actively focusing on business development to expand from pre-clinical research to the clinical market and the emerging regenerative medicine field. PHI envisions transforming live cell analysis and establishing QPI as a standard for cell quality control, making future cell therapies safe, affordable, and accessible for patients. PHI is based in Lund, Sweden, Boston, MA and Winston-Salem, NC.