GENERATIONS CRYOVAULT

CERTIFIED TO ISO 9001:2015

PRIVATE-LABEL REPRODUCTIVE TISSUE STORAGE FOR INDEPENDENT CLINICS

Our Pricing Promise.

Your price will fall as our business grows.

STAY IN CONTROL

Keep your pricing. Lose the cost of earning it.

There is little reason to question your price. The market lets you charge $800–$1,200 a year for storage and there's no reason to give that up. But should you keep paying to run the storage yourself, when we can run it for less than it costs you?

RUNNING STORAGE IN-HOUSE

Rising

Tanks, LN2, monitoring, staff QC time, compliance, plus a liability tail that compounds for as long as the specimens exist. Mostly hidden in overhead, and going one direction.



Fully-loaded cost per specimen, over time.

OUTSOURCING TO GENCRYO

$127 → $35

One transparent rate per specimen per year, below your fully-loaded internal cost, with the liability transferred to us. Price falls as our business grows.



Wholesale rate per specimen, over time.

The price umbrella is yours to keep.

PE consolidation has held consumer storage prices high, and the April 2026 TMRW + ReproTech merger only further removed 3rd party price competition. Keep charging what the market allows; just stop carrying the cost and liability of earning it.

THE CLINIC'S POSITION

What this means for your practice.

Patients leaving active treatment need long-term storage. There are real costs and risks associated with holding patient tissues.

Liability exposure

Every patient whose storage you manage in-house is a liability that lasts as long as the specimens exist, including those who eventually stop paying and abandon their tissue.

Operational burden

Compliance, monitoring, chain-of-custody documentation, and abandoned-tissue management distract from clinical work and require specialized staff.

Patient experience

Transferring a patient to a PE-backed national chain is handing them off to a system focused on investor returns not patient outcomes.

Lost margin

Patients pay storage fees for years or decades. Today most clinics either pay to manage infrastructure or hand the revenue stream to a third party and give away margin when doing both.

WHAT WE PROPOSE

You bring the patient. We handle the storage.

You keep the relationship, the brand, and a transparent margin on every specimen. We carry the operational burden, the compliance overhead, and the abandoned-tissue liability. We do not compete with you for the patient.



Independent

No private equity. No venture capital. No investor return targets baked into your patient's price.



Certified to ISO 9001:2015

The only independent reproductive tissue storage facility in the U.S. with that certification.



Built for clinics

OpenCryo chain of custody and workflow platform included. Transparent pricing. No lock-in.

THE PRICING PROMISE, IN NUMBERS

Wholesale pricing that only falls.



Pricing falls with volume. The day you start is the most you'll ever pay.

TIER 1 · STARTER

$127 / specimen / yr

35% below consumer

Up to 50 stored specimens

TIER 2 · PRACTICE

$117 / specimen / yr

40% below consumer

51–150 stored specimens

TIER 3 · NETWORK

$107 / specimen / yr

45% below consumer

150+ stored specimens

Example: charge your patient $500/year and you keep $373 / $383 / $393 per specimen across the tiers. Typical time-based partnerships charge the patient $400–800 and the referring clinic keeps nothing.

Consumer price today is $195 per specimen per year; we expect a consumer floor around $50. Wholesale pricing will fall with consumer retail pricing as our total volume grows; the percentage discount stays the same, the absolute price drops. Tier breakpoints illustrative and confirmed before you sign.

The promise, in writing.

A falling price is only worth as much as the commitment behind it. So we put ours in the agreement, in four plain terms.

COMMITMENT 01

We fixed our retail margin. Clinic wholesale pricing is always lower.

The day you start is the most you should ever pay. Your wholesale rate is contractually linked to our retail pricing where our margins are fixed for the life of the partnership.

COMMITMENT 02

Reviewed every quarter.

We re-check your stored volume four times a year. You never have to ask, renegotiate, or requalify to earn a better rate.

COMMITMENT 03

Locked in at renewal.

When your volume reaches a deeper tier, the lower rate takes effect at your next annual renewal and holds from there as long as your volume does.

COMMITMENT 04

Expected reductions.

Our consumer price is on a path toward a $50 floor. Your wholesale rate tracks down with it at the same discount, automatically.

> Most providers raise prices on a book of business they already hold. **We built our model to do the opposite.**

WHY WE CAN CHARGE LESS

Two structural reasons.

The Pricing Promise is not a promotion and is not a loss-leader. The price is lower because our cost structure is genuinely different.

WHO WE ARE NOT

We do not have outside investors.

The largest fertility storage companies in the U.S. are owned by private equity or venture capital. Those owners require returns, and those returns are funded by patient fees. We do not have investors. This changes what a sustainable price looks like.

WHAT WE BUILT

We built our own infrastructure.

The legacy industry assembled itself from outside vendors: licensed tracking software, compliance consulting, third-party chain-of-custody. We used hands-on operating experience to build our own instead of paying license fees and consulting hours for tools that didn't fit the work. Our operating procedures were built from the ground-up to be efficient.

How it works operationally.

Your clinic stays the patient-facing brand. We provide the facility, the platform, and the operational backbone, with OpenCryo included at no additional charge.

Your clinic

The relationship

- Patient relationship and communication
- Consent & intake paperwork, templated by us and branded by you
- First-line patient questions and account management
- Billing the patient at whatever rate you set

Generations CryoVault

The backbone

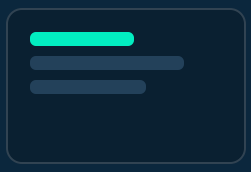
- Physical custody, storage, and 24/7 monitoring
- Chain-of-custody documentation
- ISO 9001:2015 quality systems and compliance overhead
- Liability for stored specimens, including abandoned tissue
- OpenCryo chain of custody and workflow platform for clinic and patient; includes a consent and intake and customer portals branded to your brand, if desired
- Specimen transport to and from your facility

You focus on patients. We focus on storage and logistics.

WHAT YOUR PATIENT SEES

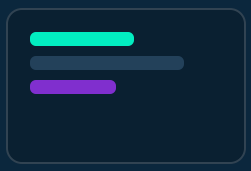
Still your patient.

From the patient's perspective, the relationship is with you.
How visible we are is entirely your choice.



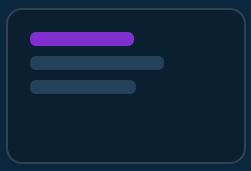
Fully white-labeled

Your branding, your portal, your name on every patient communication. **GenCryo is invisible.**



Co-branded

Your clinic plus **"Storage by GenCryo."** Useful when the independent-operator story strengthens patient confidence.



Referral mode

Patient signs up directly with GenCryo and mentions your clinic. You receive a **referral fee per active specimen**: lower revenue, zero operational involvement.

↘ Whichever mode you choose, your patients see a transparent, **falling** price curve, from a company committed to passing volume savings through to them. That story strengthens your retention.

COMMERCIAL TERMS

No lock-in. Clear in advance.

We don't bind your clinic to a term commitment. We expect you to stay because you want to.

IF YOU TERMINATE

Paying customers
Active accounts transfer to a storage operator of your choice (standard transfer rates), or convert to direct GenCryo customers at consumer pricing at no transfer cost to them.

Abandoned specimens
Returned to your custody; the liability returns to you. Or pay a transition fee covering ongoing custody and abandoned-tissue management, structured to reflect the long-tail liability we assumed.

Notice period
90 days from notice to handoff. This is enough for an orderly transition without tying-up either party.

IF WE TERMINATE

Transition cost
We absorb all of it. Your patients transfer to your storage operator of choice at our expense.

Abandoned specimens
Stay in our custody at no further charge to you until we identify a successor operator together.

No surprises
There are no surprise fees in our termination process.

Your data isn't locked in, either. OpenCryo is built on open standards, so your records and full chain-of-custody history export cleanly and transfer to any successor system. The platform never becomes the reason you can't leave.

We believe patients have a choice. We believe you always should, too.

We are seasoned operators with decades of experience in cryostorage, process excellence, and security.

We answer to partners and patients, not investors.

CB

Charlie Boyer

Co-founder & CEO

Charlie co-founded Generations to be a fertility tissue storage company built on the principles of ethical care, operational excellence, and patient-first values. Charlie brings a global leadership background to his work, having spent over 20 years in senior executive roles across regulated industries on multiple continents.

CD

Courtney Dennewitz

Co-founder & COO

Driven by a deep passion to "do things right" in the world of fertility preservation, Courtney co-founded Generations CryoVault to provide the safest, most reliable cryostorage option for patients and clinics alike. Her vision: a facility built on trust, precision, and concierge-level service.

- **DQS certified to ISO 9001:2015**: the only independent reproductive tissue storage operator in the U.S. with it
- **HIPAA-compliant** operations
- **PharmaWatch** real-time monitoring with redundant power and nitrogen supply
- **FDA-registered** HCT/P facility
- **ISO 20387** compliance for biobanking
- OpenCryo chain-of-custody platform, built for cryostorage chain of custody workflow; open-code license for security and transparency.

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NEXT STEPS

Learn more about us.

01 Discovery call

A 30-minute conversation about your patient mix, current storage arrangement, and what transition would look like for your specific situation.

02 Facility tour

An in-person visit to the GenCryo facility in Indianapolis. Let us show you our security measures and walk you through our rigorous procedures.

03 Pilot program

A white-label arrangement for a defined patient cohort or time window, with full operational support, before committing your entire patient base.

Courtney Dennewitz, COO

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Direct line on request

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Serving clients nationally

DQS CERTIFIED TO ISO 9001:2015 · FDA-REGISTERED HCT/P · HIPAA · ISO 20387 · OPENCRYO PLATFORM