America Institute for Reproductive Medicine of Birmingham Alabama ("AIRM") Spotlights its Success in the Use of INVOcell

– According to AIRM, "IVF with INVOcell is a simple, cost-effective, and highly rewarding methodology to increase access to care for assisted reproduction"
– Industry forecasts suggest that only 1% to 2% of the estimated 150 million infertile couples worldwide are currently being treated
– INVO's mission is to increase access to care and expand infertility treatment across the globe with a goal of improving patient affordability and industry capacity

BIRMINGHAM, Ala. and SARASOTA, Fla., July 2, 2020 — INVO Bioscience, Inc. (OTCQB: INVO), ("the Company", "INVO") a medical device company focused on creating alternative treatments for patients diagnosed with infertility and developers of INVOcell®, the world's only in vivo Intravaginal Culture System, was the focus of a spotlight report by Birmingham, Alabama-based America Institute of Reproductive Medicine (AIRM) highlighting the success achieved in their practice utilizing INVOcell.

"The AIRM clinic became an early adopter and advocate for the use of INVOcell shortly after we received FDA-clearance. We appreciate their willingness to share their story of that successful implementation of INVOcell within their clinic practice, which highlights important aspects of our INVOcell technology solution," stated Steve Shum, CEO of INVO Bioscience.

See full Clinic Spotlight report for additional details at https://www.invobioscience.com/wp-content/uploads/2020/07/AIRM-INVOcell-Insights-Approved-Final-Version-070120-FINAL-1.pdf.

A summary of the report follows:

America Institute of Reproductive Medicine (AIRM) is a small boutique practice established in Birmingham, Alabama in the fall of 2017 by Dr. Cecil Long. In February 2018, Dr. Karen Hammond joined the practice as the IVF Program Director. Embryologist Lisa Ray joined AIRM a few months later.

AIRM performed a total of six cycles of IVF in 2017. After the addition of INVOcell, the number of cycles grew to more than 350 cycles in 2019; with the practice now having performed nearly 600 INVOcell cases to date. Despite our 3-person essential team and small practice footprint, we estimate AIRM could perform in excess of 600 INVOcell cycles per year, far

exceeding what could be performed using traditional IVF with the same clinic resources. As a result, we now predominately utilize INVOcell as the primary treatment option for our "Affordable IVF Program ", which enables us to achieve our primary goal of providing a high-quality patient outcome at an affordable price.

Treatment affordability is a major issue and a prohibiting factor for many patients. Unfortunately, the financial burdens of in vitro fertilization (IVF), generally upwards of $10,000 – $15,000 in the United States, restrict access to care for a significant number of patients who would benefit from the treatment.

INVOcell has enabled our program to offer industry leading metrics, including affordability and cost per outcome. INVOcell dramatically streamlines the laboratory workload by eliminating the need for laboratory culture and its inherent costs and risks — no fertilization checks, no daily observation of the embryos, no concerns with taking the embryos in/out of the incubator; essentially eliminating the risk of laboratory error. This simplicity enables the program to perform significantly more cycles with the use of INVOcell. The reduced patient interaction, clinic workload, and more appropriate staffing requirements also highlight the advantages of INVOcell in the midst of the COVID pandemic as there are fewer touch points with this streamlined process.

In summary, IVF with INVOcell is a simple, cost-effective, and highly rewarding methodology to increase access to care for assisted reproduction. The entire process is less time intensive than conventional IVF without compromising successful pregnancy outcomes.

Karen R. Hammond, DNP, CRNP
IVF Program Director

Cecil A. Long, MD
Practice Director

Lisa J. Ray, MS, ELD
Embryology Director

About INVO Bioscience

We are a medical device company focused on creating simplified, lower cost treatments for patients diagnosed with infertility. Our solution, the INVO Procedure, is a disruptive new technology. The INVO Procedure is a revolutionary *in vivo* method of vaginal incubation that offers patients a more natural and intimate experience. Our lead product, the INVOcell, is a patented medical device used in infertility treatment and is considered an Assisted Reproductive Technology (ART). The INVOcell is the first Intravaginal Culture (IVC) system in the world used for the natural *in vivo* incubation of eggs and sperm during fertilization and early embryo development, as an alternative to traditional In Vitro Fertilization (IVF) and

Intrauterine Insemination (IUI). Our mission is to increase access to care and expand fertility treatment across the globe with a goal to lower the cost of care and increase availability of care. For more information, please visit **http://invobioscience.com/**

Safe Harbor Statement

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company invokes the protections of the Private Securities Litigation Reform Act of 1995. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategies, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include words such as “anticipate,” “if,” “believe,” “plan,” “estimate,” “expect,” “intend,” “may,” “could,” “should,” “will,” and other similar expressions are forward-looking statements. All forward-looking statements involve risks, uncertainties and contingencies, many of which are beyond our control, which may cause actual results, performance, or achievements to differ materially from anticipated results, performance, or achievements. Factors that may cause actual results to differ materially from those in the forward-looking statements include those set forth in our filings at **www.sec.gov**. We are under no obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events or otherwise.

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