

Marketing Update

Roula Ginis & Caroline Mackinnon

March







OUR BRAND STORY



Azenta Life Sciences | Proprietary and confidential.





2

Our Opportunity

Breakthroughs and therapies are more than the destination.

They are the culmination of everything that came before.

Every promising path.

Every unexpected turn.

And so much time and energy.







In life sciences, that time is critical.

Every moment our world is kept waiting for these advancements—for a discovery, a therapy, an essential innovation—impacts the lives of people who need them.





Since expanding into life sciences in 2011, we have dedicated ourselves to supporting our customers' ambitions. But with advancements in biotech, genomics, and AI, and a rapidly changing landscape, we saw an opportunity to do more.

To help our customers achieve their goals with greater agility and insight, to bring more breakthroughs and therapies to market—sooner.



To do so, we brought together our leading capabilities across genomics, cryogenic storage, automation, and informatics dedicated to sample exploration and management.

At Azenta Life Sciences, we exist to enable life sciences companies to bring impactful breakthroughs and therapies to market with greater speed and precision.







Our new name signals our unceasing drive to reach new heights, whether we're helping our customers rise above challenges, continually raising our standards of quality and integrity, or leading the industry to a new level of speed to impact.

We strive to keep elevating each other, our customers' work, and our industry.





With our unrivaled sample exploration and management solutions, we help our customers accelerate discovery, development, and delivery.

Which means they can focus on advancing their work for the people and industries they serve.





Applying the depth of our expertise as molecular biologists, automation engineers, data scientists, and more—we partner closely with our customers to help them achieve what only they can.



By building a comprehensive understanding of their needs, we connect each customer with the right tools and services in our expansive portfolio, including our advanced automation capabilities, genomics services, and novel cryogenic storage solutions.



Because we treat every sample and process as mission-critical, we elevate the standards for sample exploration and management—and equip our customers to make vital decisions with conviction.





Our Impact

At Azenta, we're built to support our customers, to help them move faster and smarter to build a healthier world for people everywhere.

Because while breakthroughs are a culmination, they are also a promisea promise of ongoing impact. Of the future they define for generations to come.

And our future begins today.







OUR BRAND/STRATEGY









Our brand story tells our stakeholders what we do, why we do it, and what makes us Azenta Life Sciences

Our brand story

- Articulates what makes Azenta Life Sciences unique
- Describes the impact we create
- Reminds our stakeholders of the importance of our work and what motivates us to uphold our brand purpose







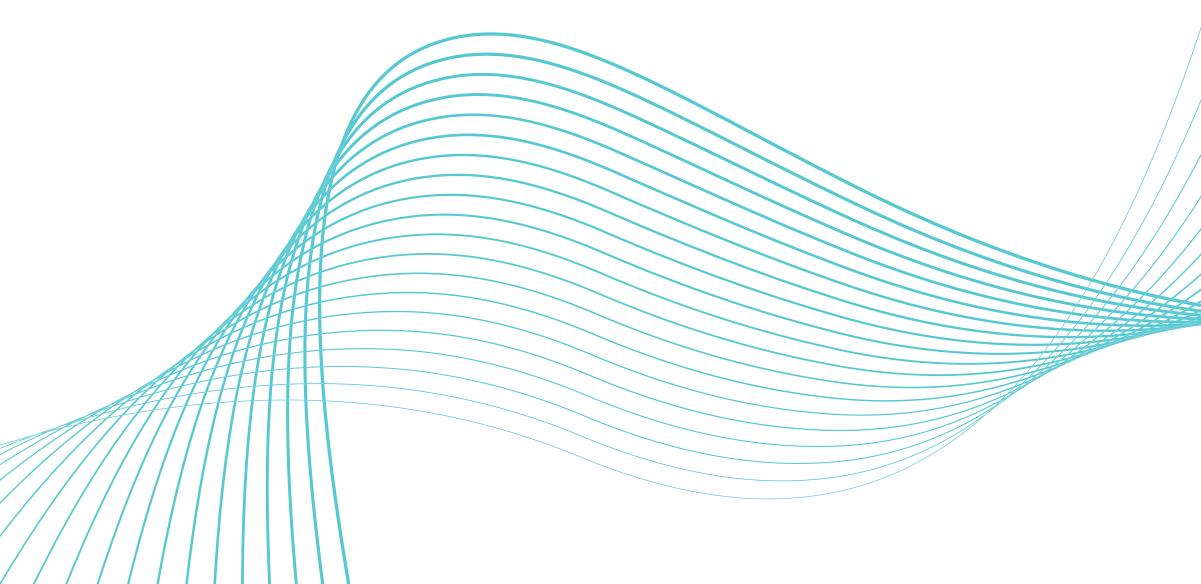
Our Brand Purpose

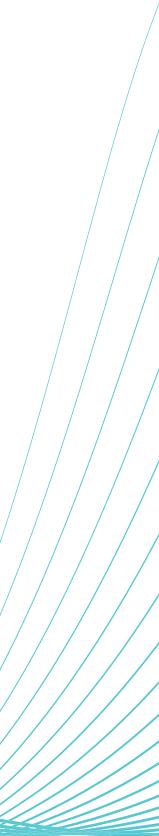
We enable life sciences companies to bring impactful breakthroughs and therapies to market faster.

Azentaallifessicianees | |Proprietaay aan confidentiaal.











Our Brand Promise

Unrivaled sample exploration and management that helps life sciences companies accelerate discovery, development, and delivery.





The expertise advantage

As leading experts in our field molecular biologists, automation engineers, data scientists—we are uniquely equipped to partner with life sciences leaders. We help them advance their work faster and overcome challenges throughout the development life cycle.

Any answer, within reach

We harness the unparalleled range of our sample exploration and management solutions for each customer. We combine our deep customer understanding with a nimble approach to find the right solutions for their needs—today and as they evolve.

Azenta Life Sciences | Proprietary and confidential.



Mission-critical, redefined

We treat each sample and every process as mission-critical to the success of our customers and the progress of our field. We set the standard for exploring and managing samples and go to the greatest possible lengths to protect the integrity of our customers' samples and data repositories—every day.

Our Brand Personality

KNOWLEDGEABLE

The Expertise Advantage

We demonstrate our expertise, showing our deep knowledge of life sciences with humility, resourcefulness and professionalism.

ACCESSIBLE

Any Answer Within Reach

ideas and connect work.





STRAIGHTFORWARD

Mission-Critical Redefined

- We break down complex
- audiences to the answers
- they need to advance their

We take our audiences' needs seriously, focusing on what's most critical to them.





A refreshed visual identity brings the Azenta brand to life





Visual Identity Guidelines

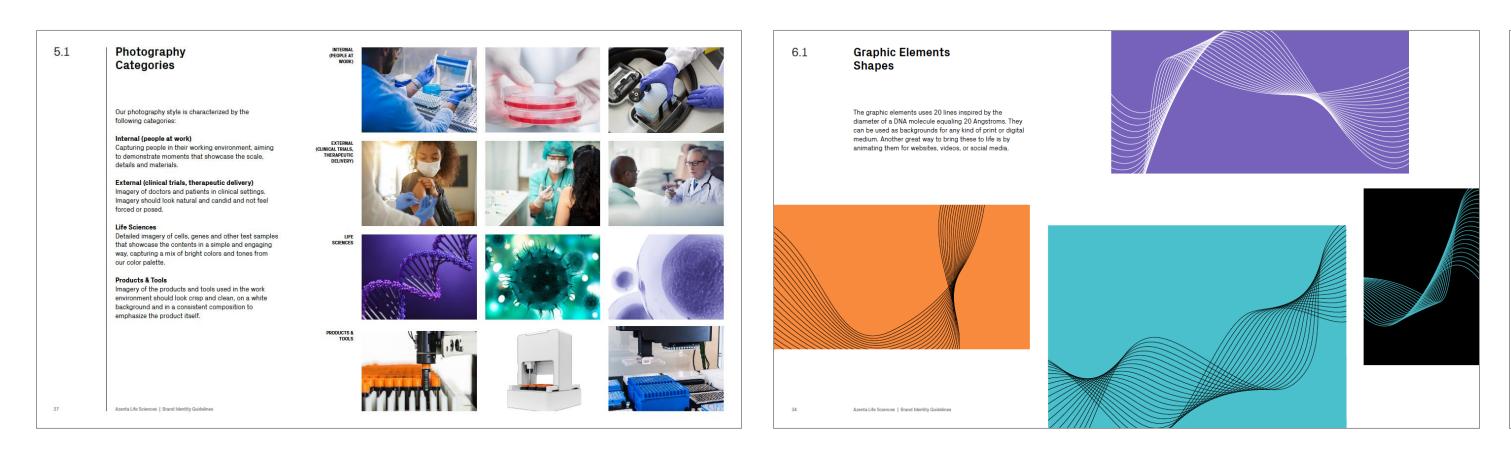
Logo

Colors



Photography

Graphic Elements



Azenta Life Sciences Proprietary and confidential. Proprietary and differences Proprietary and confidential. confidential



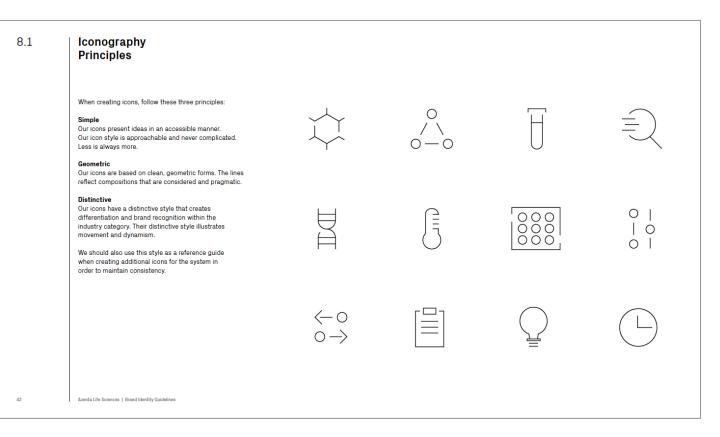


Typefaces

95	CMYK 55 62 00 00 HEX #826ec3		Dark Purple	RGB 105 90 Panto 76690	ne	СМҮК 69 74 3 00 НЕХ #6959а1
0	СМҮК 59 00 20 00 НЕХ #55c8d2		Dark Blue	26 140 148 Pantone		СМҮК 82 28 40 3 НЕХ #1a8c94
0	CMYK 00 49 80 00 HEX #fa9646		Dark Orange	RGB 209 12 Pantor 7412C	ne	СМҮК 15 58 91 2 НЕХ #d17d38
70	CMYK 51 00 44 00 HEX #78d2aa		Dark Green	RGB 00 158 Pant ol 3278C	ne	СМҮК 82 13 70 00 НЕХ #009e75
0	Gray 1	RGB 240 240 240 Pantone 663C	CMYK 0 7 5 6 0 HEX #f0f0f0	Gray 2	RGB 218 218 218 Pantone Cool Gray 1C	HEX
0	Gray 3	RGB 157 157 15 Pantone 4276C	СМҮК 7 40 31 31 10 НЕХ #9d9d9c	Gray 4	RGB 111 111 111 Pantone 4292C	СМҮК 53 43 43 28 НЕХ #706f6f



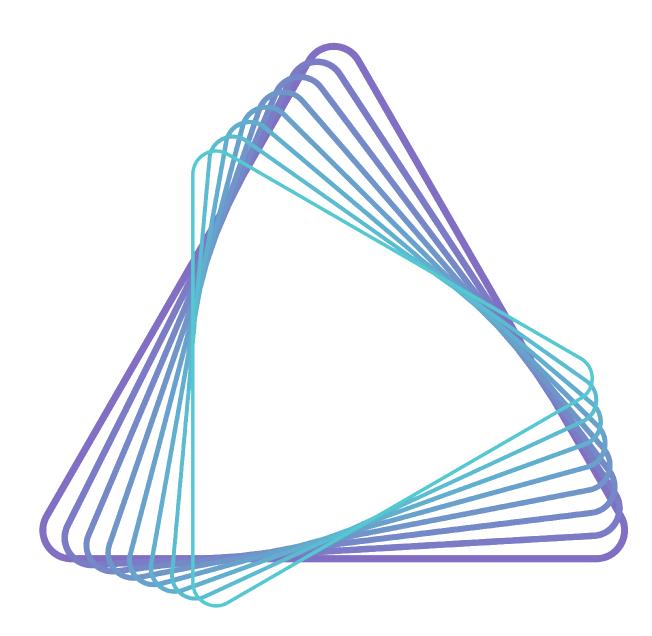
Icon Style







Visual Identity Guidelines





Azenta Life Sciences | Proprietary and confidential.





AZENTA





AZENTA LIFE SCIENCES

PURPOSE | why we do what we do

Enable life sciences companies to bring market faster.

PROMISE | how we deliver on our purpose

Unrivaled sample exploration and management that helps life sciences companies accelerate discovery, development, and delivery.

PRINCIPLES | what we do

THE EXPERTISE ADVANTAGE

ANY ANSWER, WITHIN REACH

Azentaallifessicienees | |PPoppieetayyaandcoonfitieential.



Enable life sciences companies to bring impactful breakthroughs and therapies to

MISSION-CRITICAL, REDEFINED



22

MARKETING UPDATE





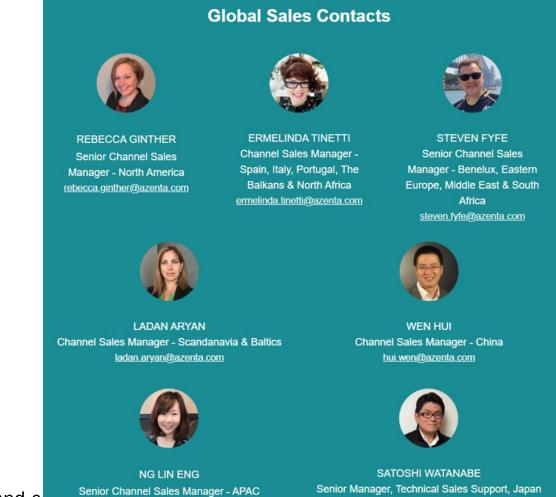




Azenta Portal-review User: **BLS Distributor** Pass: Br<00>ksls2020

Upcoming updates: Listing of events **New Products** Subscribe to the newsletter





satoshi.watanabe@azenta.com

lineng.ng@azenta.com

Azenta Life Sciences | Proprietary and c



Search by Keyword

out Us

COVID-19	Solutions	Producta	Services	Support	Resources	Blog	Abo

Consumables & Instruments Distributor Portal

Application & Tech Notes

Brochures & Sell Sheets

Case Studies

Catalogs

Infographics & FAQs

Manuals & Guides

Product Images

Product Updates

Publications & Posters

Technical Drawings

Whitepapers & eBooks

Distributor Training

Welcome to the Azenta Life Sciences Distributor P

Brooks Life Sciences Services and Products business is rebranded under the creation of a new ide Azenta Life Sciences. Thank you for partnering with us.

We are dedicated to supporting our customers' future ambitions with our full suite of unique offi solutions across the development life cycle. This portal will be updated to provide marketing coll central location.

If you need high resolution images, logos, videos or cannot find what you are looking for please contact your distribution manager.



Logo Suite and Branding Guidelines

- Azenta Life Sciences: Who We Are Infographic
- Azenta Life Sciences Fact Sheet

FluidX has been rebranded and is now part of the Azenta Life Sciences portfolio
Atitude has been rebranded and is now part of the Azenta Life Sciences portfolio
Biocision has been rebranded and is now part of the Azenta Life Sciences portfolio biocision
Alitude, Fluids, and Biochsion have been rebranded and are now part of the Azenta Life Sciences portfolio





Careers	ß	
	Q	
Contact U	8	
ortal		
entity –		
erings an lateral in (
laveratini	une	



Azenta Portal-Your comments

More pictures

Videos

Links to all the assets at Azenta.com

How to order samples

How to order giveaways for local events (ex: Hungarian shows)

Technical drawings for tubes

Banner stands/templates

Timely notifications of product changes/discontinuations

Regular meetings to exchange ideas and news

Send your comments to Marketing: Roula.ginis@azenta.com or Caroline.MacKinnon@azenta.com







Newsletter

- The Distributor newsletter went out on Tuesday, January 31st.
- 50% open rate with a 25% clickthrough rate
- Quarterly Schedule
- April
- July
- October



AZENTA DUARTERLY BULLETIN + JANJARY 2023 EDITION

Welcome to the **Azenta distributor** newsletter

WELCOME NOTE:

A new way to connect

In 2023, our goal is to enhance the way we communicate with our partners so we can reach our goals, together. That's why we're excited to welcome you to the first edition of our new distributor newslatter, Azenta Quarterly Eulethi As a dedicated partner, you'll receive the latest on product launches, campaigns, news, events, and more from Azenta so you never miss a beat.

To ensure you get the most out of the newsletter, we welcome any leedback and questions you may have about content, as well as suggestions of topics you'd like to see In future editions. We hope you enjoy!

THE AZENTA CHANNEL TEAM



CUSTOMER NEWSLETTER Stay up to date with what we're sharing with our customers

Download our most recent customer newsletters from the last quarter.

DOWNLOAD NOW

SAVE THE DATE Partners in Success Distributor Sales Conference

Join us March 6-10, 2023 in Malta to learn, engage, network, and more at our first-ever distributor-sales conference! Details to be finalized.

RESERVE YOUR PLACE



6.00r		
and the second		
-	- Palaces & Sector & Advances (1991)	and the second
1 Parallel Control of	and the second s	
1.000	AZEN	TA
	17.0000	100710

AZENTA BRANDING KIT Tools for transitioning to Azenta branding

To access rebranded content, please log into and explore the Consumables & Instruments Distributor Portal for updated logos, brand guidelines, marketing materials, and more.



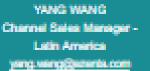
If you have any questions or specific requests, please contact your channel sales manager and let them know how we can help support you in these efforts

Global Sales Contacts



REBECCA GINTHER Senior Channel Sales Manager - North America sbecce.ginther@exerts.com







STEVEN FYFE

South Africa

sleven.lyle@exents.com

ERMELINDA TINETTI Channel Sales Manager - Spain, Italy Portugal, The Balkana & North Africa ermelinda. line läjäppenta.com

News & Events



FEBRUARY 25 - MARCH 1 SLAS 2023 International Conference

and Exhibition

San Diego, CA, USA Booth #710

VISIT US

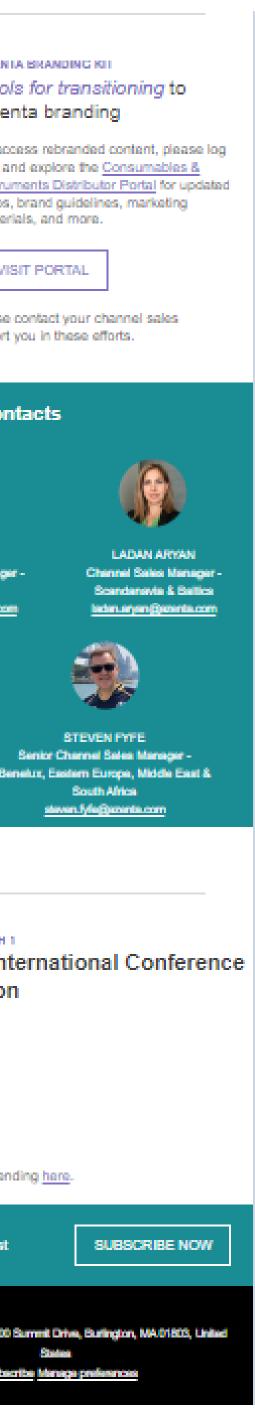
Explore the complete list of 2023 events we'll be attending here

SUBSCIEBE TO AZENTA QUARTERLY BULLETIN Join our email list to make sure you receive the latest updates from Azenta.

SUBSCRIBE NOW



Azenta Life Sciences, 200 Summit Drive, Burlington, MA.01803, United Unsubscribe Manage preferences



Banners





STORAGE, AUTOMATION & LOGISTICS On & Off-Premises Temp Controlled Storage

Temp Controlled Automation | Logistics & Transport

SAMPLE ANALYSIS & MULTIOMICS SOLUTIONS

Next-Generation Sequencing (NGS) | Sanger Sequencing Synthetic DNA & RNA Solutions

CONSUMABLES & INSTRUMENTS Tubes, Microplates & Benchtop Instrume

SAMPLE SOURCING

INFORMATICS & SOFTWARE

azenta.com



SAMPLE MANAGEMENT SOFTWARE

- Full sample lifecycle tracking
- Easy, scalable web-based system









FREEZERPRO

Secure management of samples and data





Scan for more information azenta.com



azenta.com

CRYOGENIC FREEZERS

High-efficient -190°C LN2 Vapor Storage

Simple Controls, Secure Storage

 Increase Capacity, Improve Ergonomics

 Maintain Cold Chain, Preserve Sample Integrity

AZENTA

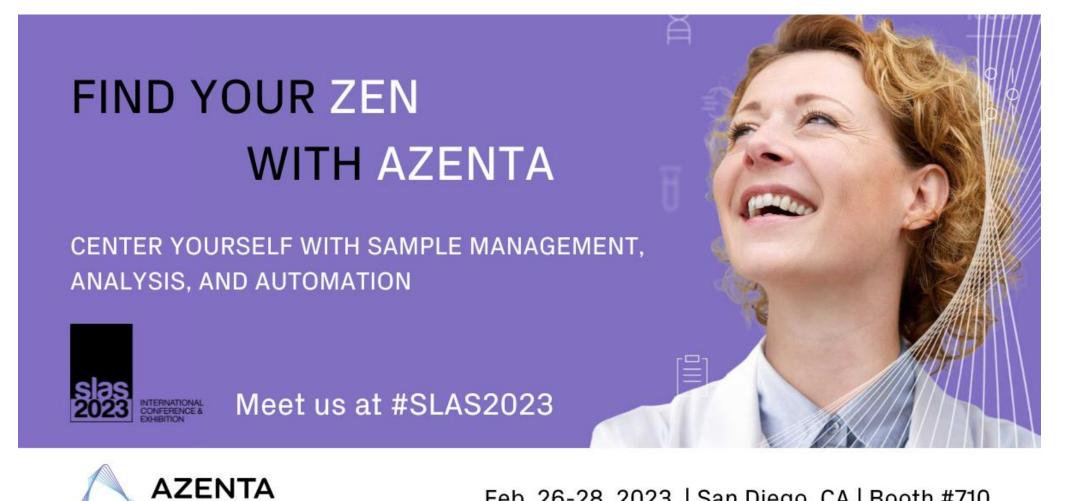
AZENTA

azenta.com a US, Ito. All rights reserved. All trademarks are property of Aparts US, Ito. where otherwise specified. 19993-7 8223





SLAS 2023



INTRODUCING THE LATEST IN CRYO AUTOMATION

LIFE SCIENCES

Meet the Azenta Cryo Store Pico

Cryogenic Automation That Fits Anywhere

Automated cryogenic storage is the wave of the future - and the surest way to ensure you're keeping your samples (and staff) safe while working more efficiently. Automation reduces the risk of samples being repeatedly exposed to ambient temperatures, and helps you keep accurate chain-oF-custody records. But current R&D (and clinical) spaces don't always have room for the type of equipment that makes automation happen.

That's all changing with the new Azenta Cryo Store Pico™ – a space-efficient automated cryogenic storage system that offers increased sample protection, integrity, and traceability along with labware flexibility. Keep your most precious samples safe.

At under 8 Feet high, the Cryo Store Pico™ Fits within standard elevators, through standard 32-inch doors, and in standard height rooms. No on-site construction or modifications are required to get the Cryo Store Pico™ operational in your space. The vending machine-like profile means it fits neatly into any public-facing space and puts sample access quickly (and securely) i the hands of staff.



Feb. 26-28, 2023 | San Diego, CA | Booth #710





New Innovations in Automated Instrumentation

Stop by our booth to be the first to see these exciting new products

IMPROVE PRODUCTIVITY WITH AUTOMATED SEPTUM DECAPPING/CAPPPING

IntelliXcap^m Automated Septum Cap Decapper/Recapper

This high-speed whole rack tube decapper and capper automatically removes, recaps, or disposes of septum caps from a Full 96-format SBS rack of sample storage tubes. Using the system for secure storage tube sealing eliminates the need for manual intervention and preserves sample integrity for use within high throughput environments such as in biobanking, compound libraries, and other storage applications.

- Fully automated decapping and capping of septum seals with 96 Format tubes
- Additional capping module available for uncapped tubes from septum seal cap mats
- No requirement for compressed air for flexible use within the lab
- Compatibility with a wide range of 96 Format tubes and septum seals from multiple manufacturers
- · Can be used as standalone or integrated into automated systems with external robotics

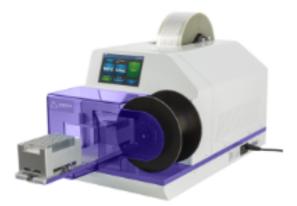
AN AUTOMATED SOLUTION FOR THE GOLD STANDARD OF SEALING

Automated Individual Access Roll Heat Sealer

This automated roll heat sealer can seal individual wells or tubes, enabling researchers to leverage the benefits of the Azenta Individual Access plate and seal range whilst maintaining the gold standard heat sealing provided by the Automated Roll Heat Sealer.

- · Individual sealing of plate wells or tubes, allowing for selection and removal of individual tubes from the plate
- No requirement for compressed air for flexible use within the lab
- Compatibility with a wide range of plates and seals
- A flexible solution with the ability to seal custom shapes with custom seals









2023 GLOBAL TRADESHOW AND EVENTS	MAIN FOCUS	QUARTER	DATE	LOCATION
ELRIG: Drug Discovery (Robotics) 2023	Products	Q1	4-0ct-22	London
Meeting on the Mesa 2022	CGT/Products	Q1	11-0ct-22	Carlsbad
ESGCT 2022	CGT/All Azenta	Q1	11-0ct-22	Edinburgh
ASHG: American Society of Human Genetics 2022	Genomics	Q1	25-0ct-22	Los Angeles
Bio Europe 2022	All Azenta	Q1	24-0ct-22	Leipzig
Clinical Trials Europe	All Azenta	Q1	Nov 7-9	Amsterdam
Cell & Gene Therapy Manufacturing & Commercialization 2022	CGT/Products	Q1	5-Dec-22	Amsterdam
Phacilitate 2023	CGT/All Azenta	Q2	17-Jan-23	Miami
SCOPE 2023 (no booth)	SRS	Q2	6-Feb-23	Orlando
SLAS 2023	Cryo Pico Launch	Q2	25-Feb-23	San Diego
Forum Labo 2023	C&I	Q2	March 28	Paris
AACR 2023	Genomics	Q3	14-Apr-23	Orlando
Labvolution 2023	C&I/All Products	Q3	9-May-23	Hannover
ISBER 2023	Cryo	Q3	3-May-23	Seattle
PEGS Boston 2023	Genomics	Q3	15-May-23	Boston
ASCGT 2023	CGT/All Azenta	Q3	16-May-23	Los Angeles
ISCT 2023	CGT/All Azenta	Q3	31-May-23	Paris
ESHG 2023 (under discussion)	Genomics	Q3	10-Jun-23	Glasgow
ILMAC	All Azenta	Q4	26-Sept-23	Basel











CHINA FY 2023 Tradeshows & Events

CHINA	MAIN FOCUS	QUARTER	DATE	LOCATION
Single Cell Omics 2022	Genomics	Q1	13-0ct-22	Virtual
2022 BOAD Stem Cells Summit	Automated Stores	Q1	13-Nov-22	Hainan
China Enmore Bio Conference 2023	Genomics	Q2	25 March-23	Suzhou
The China Holistic Integrate Biopbankology Conference	Automated Stores	Q3	TBD	TBD
2023 Asia CGT	All Azenta	Q4	10-July-23	Shanghai
China Precision Medical Industry Expo	Genomics	Q4	July-23	Shanghai











30

APAC & JAPAN FY 2023 Tradeshows & Events

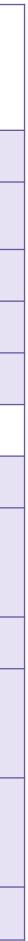
APAC	MAIN FOCUS	QUARTER	DATE	LOCATION
AGTA	Genomics	Q1	Oct 31	Queensland, Australia
Technology in Organoid Research Symposium	Genomics	Q1	Nov-23	Melbourne, Australia
Stem Cell Society Symposium	All	Q1	7-9 Dec	Singapore
Mantra Genome by Lorne Genome	Genomics	Q2	12-14 Feb 2023	Victoria, Australia
Advancing Cell & Gene Therapy in Asia	All	Q4	23-Sep	Singapore
JAPAN				
Bio Japan: Regenerative Medicine	Genomics	Q1	12-0ct-22	Yokohama/Virtual
Congress of the Japanese Society for Regenerative Medicine		Q2	23-March-23	Kyoto
Annual Meeting of Japanese Tissue Culture Association		Q4		
JSBBA annual meeting (Japan Society for Bioscience, Biotechnology and Agro chemistry)		Q2	March	
Japanese Society of Breeding Annual Conference	Plants, agriculture	Q3	March 17-23	Shizuoka
Single Cell Annual Meeting	Singe cell, CGT	Q3		













Barkey FY 2023 Tradeshows & Events

Event Name	Main Focus/Details	Quarter	Date	Location
Phacilitate	Exhibit next to Azenta	Q1	Jan 17-13	Miami
ATMP Terrapinn		Q2	March 14-15	London
PDA Annual Meeting		Q3	April 3-5	New Orleans
ASCGT	Exhibit with Azenta & Barkey	Q3	May 15-20	Los Angeles
ISCT	Exhibit next to Azenta	Q2	May 31-June 3	Paris
ISBT	Exhibit with BMedical	Q2	June 17-21	Gottenburg
Phacilitate Europe	Exhibit with Azenta?	Q3	August	London
Innovative Therapies Days	Genomics	Q4	September	Besancon











Ziath FY 2023 Tradeshows & Events

Event Name	Main Focus/Details	Quarter	Date	Location
PAG Australia		Q4	Sept 20-24	Perth
SOUTH AFRICA				
Animal Genomics		Q4	July 2-7	Cape Town
USA				
ISBER	Exhibit with Azenta	Q3	May 3-6	Seattle
LRIG Annual Vendor Show		Q3	May 11	Philadelphia
EUROPE				
Forum Labo		Q2	March 28-20	Paris
Chem UK Lab		Q2	March 17-17	Brussels
Laborama		Q2	May 10-11	Brimingham











B Medical FY 2023 Tradeshows & Events (EU/EMEA/APAC)

Event Name	Portfolio Focus	Quarter	Date	Location
Arab Health	Medical Refrigeration	Q1	30/01/2023	Dubai, UAE
AGTF	Blood Management Solutions	Q1	25/02/2023	Potsdam, Germany
ISBER	Medical Refrigeration/Biobanking	Q2	03/05/2023	Seattle, US
ASGCT	Medical Refrigeration/Cell & Gene	Q2	16/05/2023	Los Angeles, US
ISBT Regional Congress (with Barkey at the same booth)	Blood Management Solutions	Q2	17/06/2023	Gothenburg, Sweden
AACC	Medical Refrigeration	Q4	23/07/2023	Anaheim, US
Int. Refrigeration Congress	ALL/ Cooling Technology	Q4	21/08/2023	Paris, France
AATB	Medical Refrigeration /Tissue Bank	Q4	17/09/2023	Maryland, US
DGTI	Blood Management Solutions	Q4	20/09/2023	Berlin, Germany











B Medical FY 2023 Tradeshows & Events LATAM & India

Event Name LATAM	Portfolio Focus	Quarter	Date	Location
HOSPITALAR	All Portfolio	Q3	23/05/2023	Sao Paulo. Brazil

Event Name INDIA	Portfolio Focus	Quarter	Date	Location
India medical expo	Medical Refrigeration	Q2	06/01/2023	Bangalore
India MedTech Expo, jointly organized	C C	~-	,	
by Department of Pharma and FICCI	Medical Refrigeration			
		Q2	17/01/2023	New Dehli
30th IPA Congress & 60th PEDICON				
2023 Conference	Vaccine Cold Chain	Q2	19/02/2023	Gujarat
International Biobanking Symposium				
2023 Annual Conference & Exhibition	Medical Refrigeration/Biobanking	Q2	23/02/2023	Dehli
PHARMA LIVE EXPO	Medical Refrigeration	Q2	01/03/2023	Mumbai
PHARMATECH EXPO	Medical Refrigeration	Q3	11/04/2023	Dehli
International Trade Fair for				
Laboratory Technology, Analysis,	Medical Refrigeration			
Biotechnology and Diagnostics		Q3	27/04/2023	Gujarat
Pharma South	Blood Management Solutions	Q4	14/07/2023	Mumbai

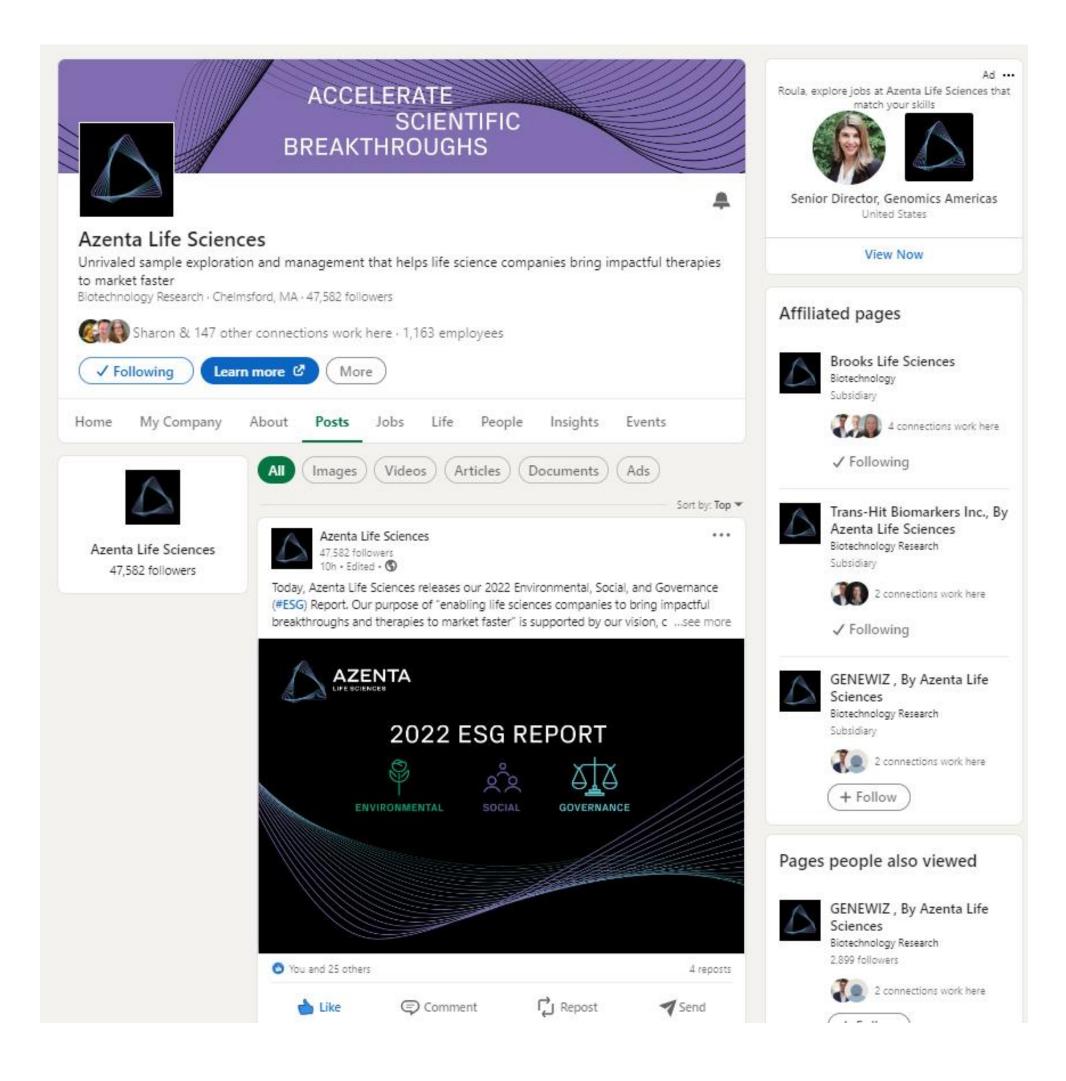








Stay Connected with Azenta







SUBSCRIBE TO OUR NEWSLETTER

Don't Miss Out on the Latest from Azenta Life Sciences

Email*

roula.ginis@azenta.com

Azenta Life Sciences needs the information you provide us to contact you about our products and services. You may unsubscribe at any time. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your data, please review our Privacy Policy.

□ I agree to receive communications from Azenta Life Sciences*

By clicking submit below, you consent to allow Azenta Life Sciences to store and process the personal information submitted above to provide you the content requested.

SUBSCRIBE NOW

Featured Stories from Our Last Edition



Additional Stories



RNA Therapeutics

Deliver on the Promise of RNA Therapeutics

RNA has become a promising avenue for new gene therapy candidates; however, as a new frontier in therapeutics, RNA-based therapies present new process development and analytical challenges. From target discovery to preclinical and clinical trials, learn how Azenta Life Sciences can help you deliver on the promise of RNA therapeutics so you can focus on what's important - changing lives.



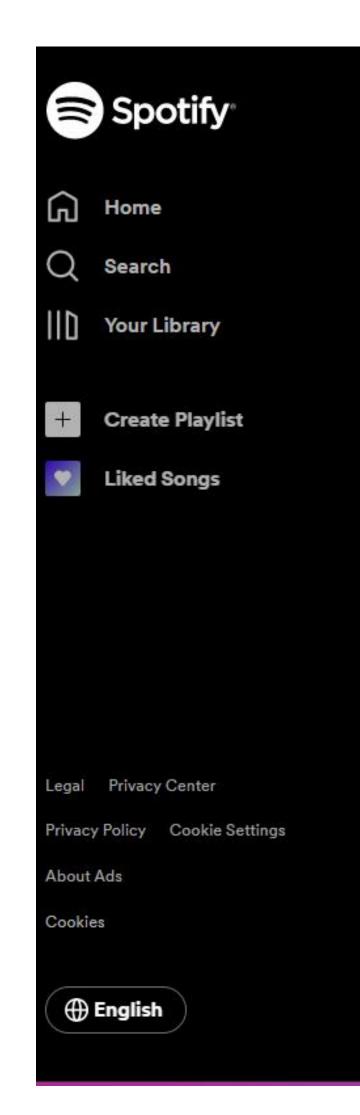
Sign Up for Our Newsletter | Azenta Life Sciences







Our Spotify Playlist



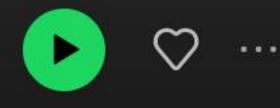




Playlist



Roula Ginis • 5 likes • 63 songs, about 4 hr 30 min



Title



Cigarette Daydreams Cage The Elephant



Candy Paolo Nutini



Wind Of Change Scorpions



Calm Down

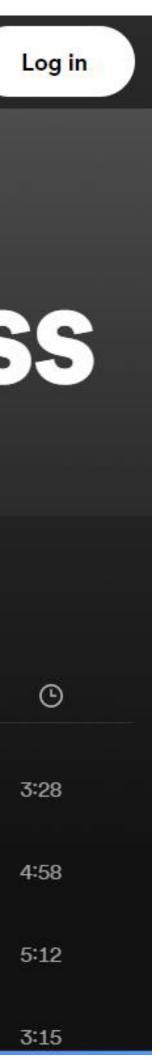




Sign up

Azenta Partners in Success

Album	Date added
Melophobia	4 days ago
Sunny Side Up	3 days ago
0	7
Crazy World	3 days ago
Meet The Moonlight	3 days ago









Thank you!

PARTNERS IN SUCCESS