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Sales Resources, Tools & Collateral

Azenta.com

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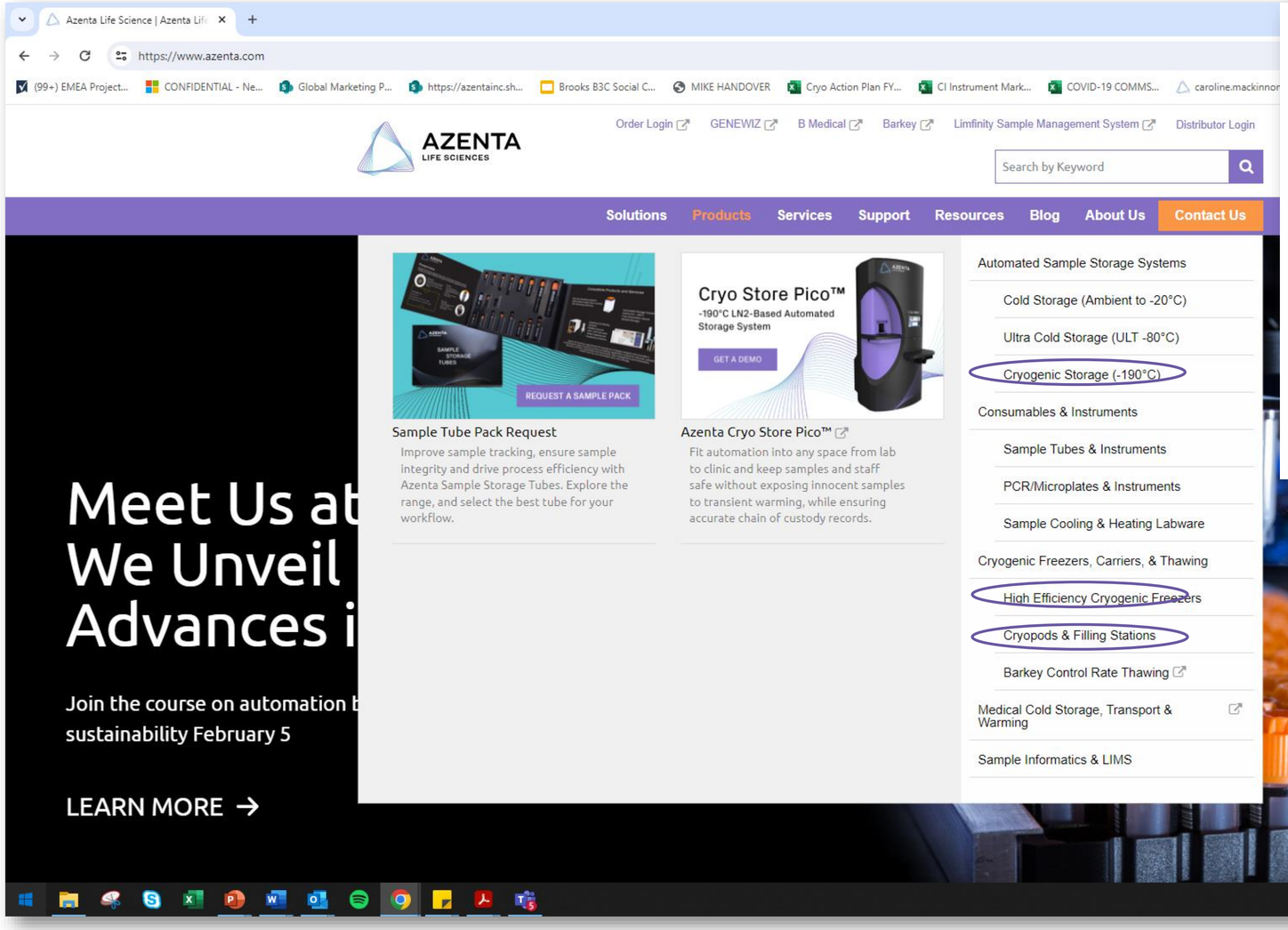

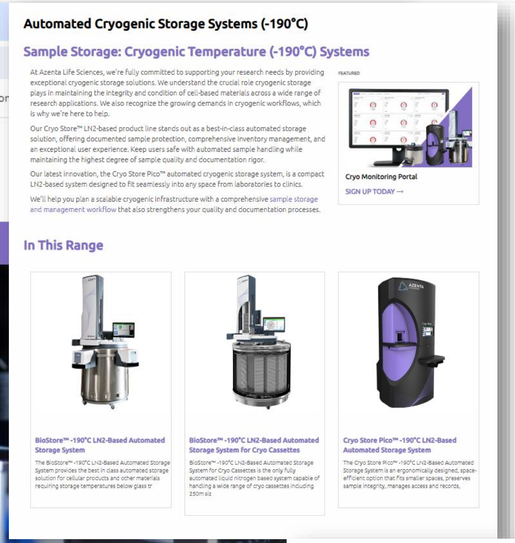

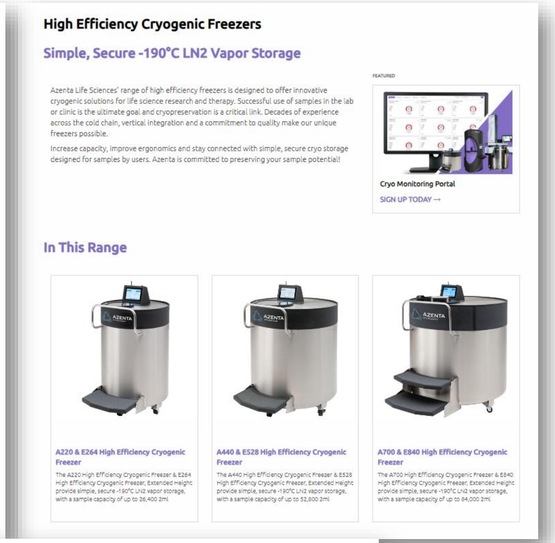

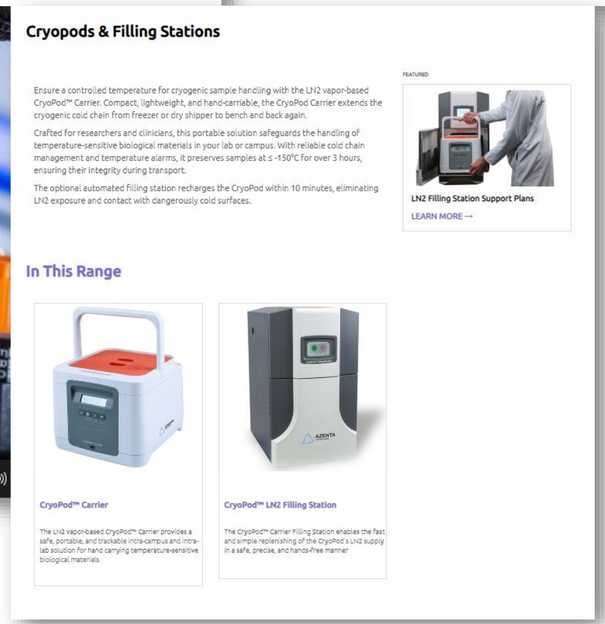

Current Distributor Portal

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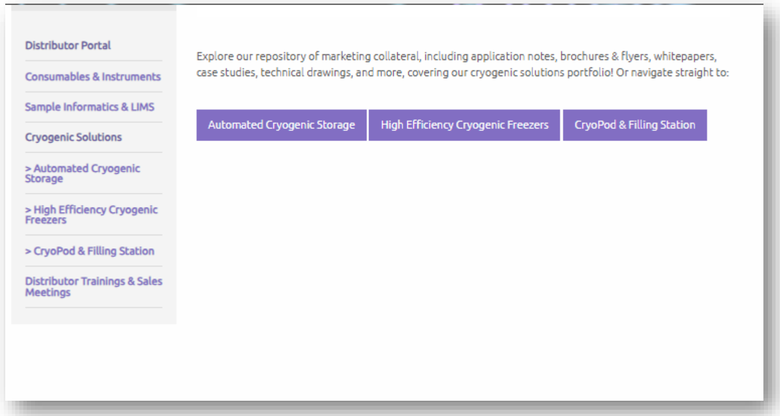
https://www.azenta.com/user/login

https://www.azenta.com/distributor-portal

User: BLS Distributor

Password: Br<00>ksls2020



Current Distributor Portal

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[Marketing Collateral]

[Brochures & Sell Sheets]

[Manuals & Guides]

[Publications & Posters]

[Whitepapers & eBooks]

[Images]

[3D Product Tour]

[Training Material]

Current Distributor Portal

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- **Cryo Correct series of whitepapers**
- Best practices to stay below Tg
- Protecting innocent/non-targeted materials
- Mitigation of transient warming events
- Comparing Temperature, Time & Workflow Using Manual vs. Automated Systems

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Coming soon:

CRYOGENIC STORAGE SOLUTIONS IN LIFE SCIENCES:

A COMPREHENSIVE GUIDE FOR DECISION MAKING

Understanding Cryogenic Storage Options

Factors Influencing Storage Decisions

On-Site Cryogenic Storage

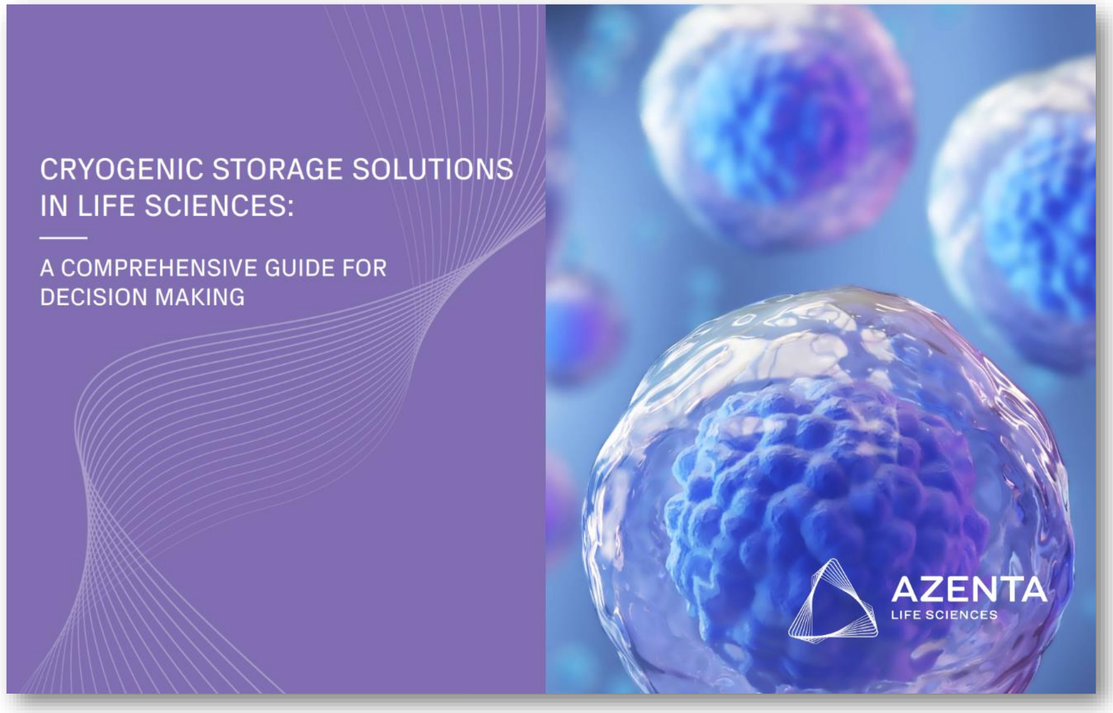
Automated Cryogenic Storage Systems

Off-Site Storage Solutions

Choosing the Right Solution

Implementing and Managing Cryogenic Storage Systems

Case Studies and Success Stories



Building Brand Awareness

Cryo for CGT Symposium, October 2022

https://web.azenta.com/events/cryo-2022

- Brought together experts from around the world together to discuss the nuances of cryogenic solutions, cold chain documentation, and thawing-- from collection to manufacturing and distribution

Presenters included:

- Katie Pollock, Associate Director, Head of Formulation and Cryobiology, Bristol Myers Squibb
- Dr. Jason Acker, Professor, Laboratory Medicine and Pathology, University of Alberta
- Katie Pollock, Associate Director, Head of Formulation and Cryobiology, Bristol Myers Squibb
- Albert Ribickas, BMT laboratory and Patient Product Handling Team Manager, Moffitt Cancer Center
- Lizette Caballero, Associate Director, Clinical Cell Therapy Lead, Janssen
- Dawn Henke, Ph.D. Senior Scientific Program Manager, Standards Coordinating Body

Building Brand Awareness

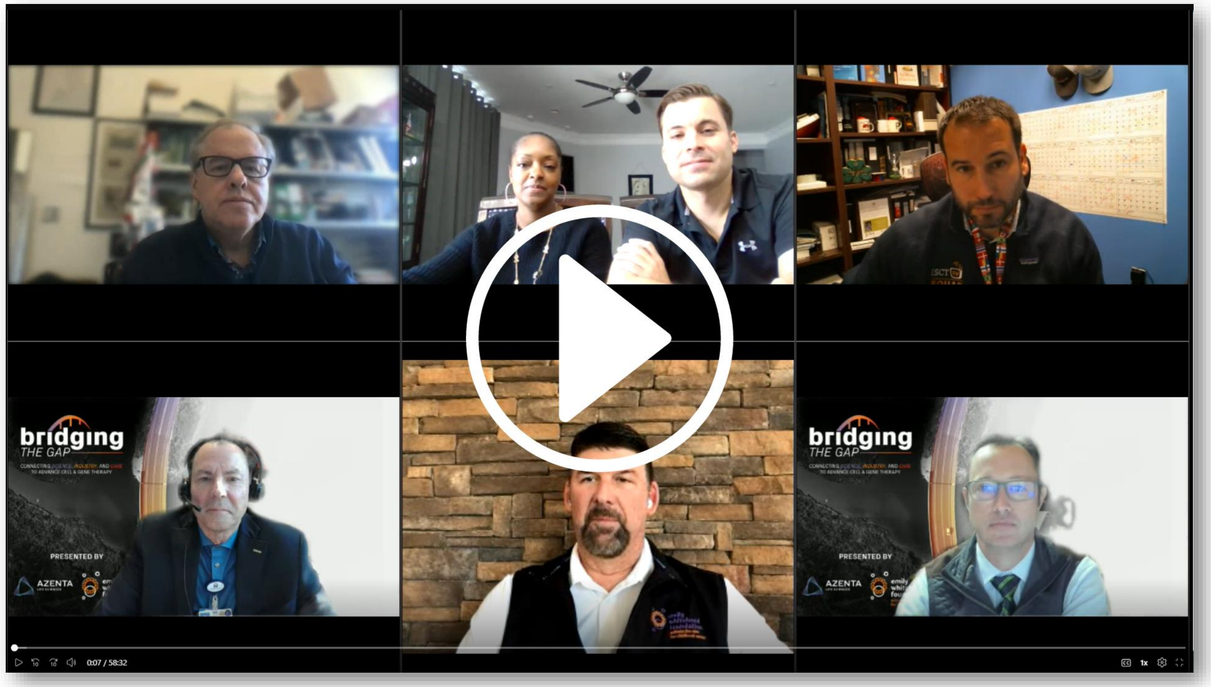
Bridging the Gap, Webinar Series

https://web.azenta.com/cgtwebinar

- A monthly panel discussion on emerging topics that are changing the field of cell and gene therapy
- In partnership with the Emily Whitehead Foundation

Guests include:

- Stephan Grupp, MD, PhD. Chief of the Cell Therapy and Transplant Section, Children's Hospital of Philadelphia (CHOP)
- Phyllis Warkentin, MD. Chief Medical Officer of FACT (Foundation for the Accreditation of Cellular Therapy)
- Bruce Levine, MD, PhD. Barbara and Edward Netter Professor in Cancer Gene Therapy, Founding Director, Clinical Cell and Vaccine Production Facility (CVPF), University of Pennsylvania



Building Brand Awareness

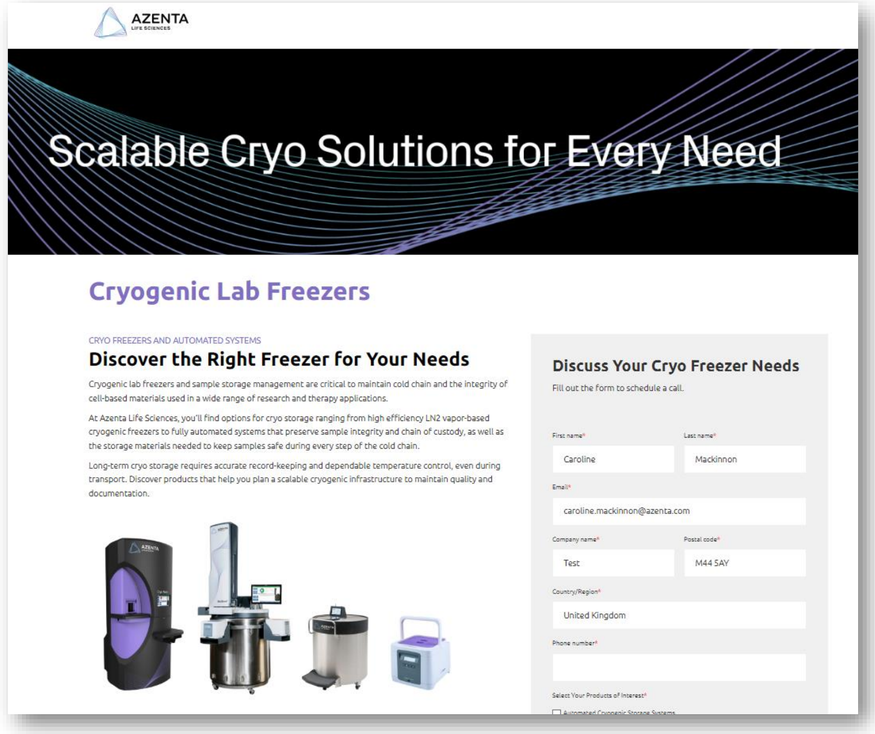
Google Adwords (PPC)

- Launched in FY23 for Cryo

PPC MQLs	Opps	Conversion Rate	Opps Amount	Opps Won #	Opps Won Amount	ROI
121	28	23%	$3.2 million	5	$258k	6x

- FY24 (so far)

PPC MQLs	Opps	Conversion Rate	Opps Amount	Opps Won #	Opps Won $	ROI
25	6	24%	$185,620	1	$10k	1x



Building Brand Awareness

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TRADESHOWS	QTR	DATES	LOCATION	WEBSITE
Advanced Therapies Week/Phacilitate	Q2	January 16 – 19	Miami, Florida	Website
SLAS	Q2	February 3 – 7	Boston, Massachusetts	Website
Medlab Middle East 2024	Q2	February 5 – 8	Dubai, UAE	With Meslo
Advanced Therapies 2024/Terrapin CGT	Q2	March 19-20	London, UK	Website
Laborama	Q2	March 14 – 15	Brussels, Belgium	With Sopachem
Forum Labo	Q2	March 27 – 28	Lyon, France	Website
Molecular Med Tricon	Q2	March 26 – 28	San Diego, California	Website
AACR (American Association of Cancer Research)	Q3	April 5 – 10	San Diego, CA	Website
Analytica	Q3	April 9 – 12	Munich, Germany	Website
ISBER (International Society Biological & Environmental Repositories)	Q3	April 9 – 12	Melbourne, Australia	Website
BioIT World	Q3	April 15 – 17	Boston, MA	Website
ASGCT (American Society of Gene & Cell Therapy)	Q3	May 7 – 11	Baltimore, Maryland	Website
PEGS Boston GENEWIZ & Sourcing	Q3	May 13 – 17	Boston, MA	Website
Europe BioBank Week	Q3	May 14 – 17	Vienna, Austria	Website
ISCT (International Society for Cell & Gene Therapy)	Q3	May 29 – June 1	Vancouver, Canada	Website
ESHG (European Society of Human Genetics)	Q3	June 1 – 4	Berlin, Germany	Website
AACC (American Association of Clinical Chemists)	Q4	July 28 – August 1	Chicago, IL	Website

Tradeshow Properties

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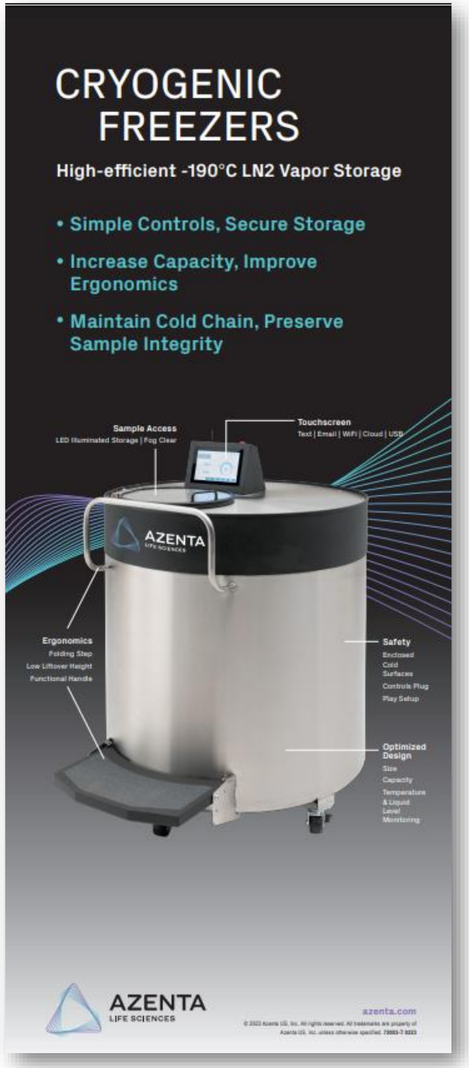

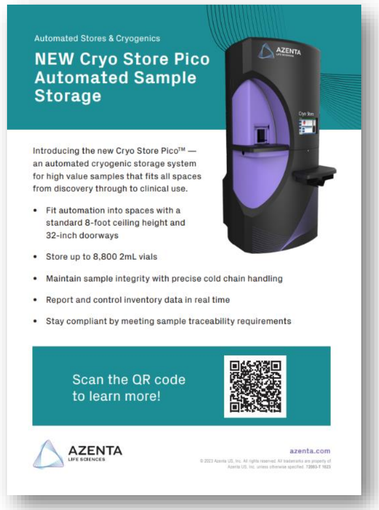

3D Product Tour
https://m.kaon.com/c/za

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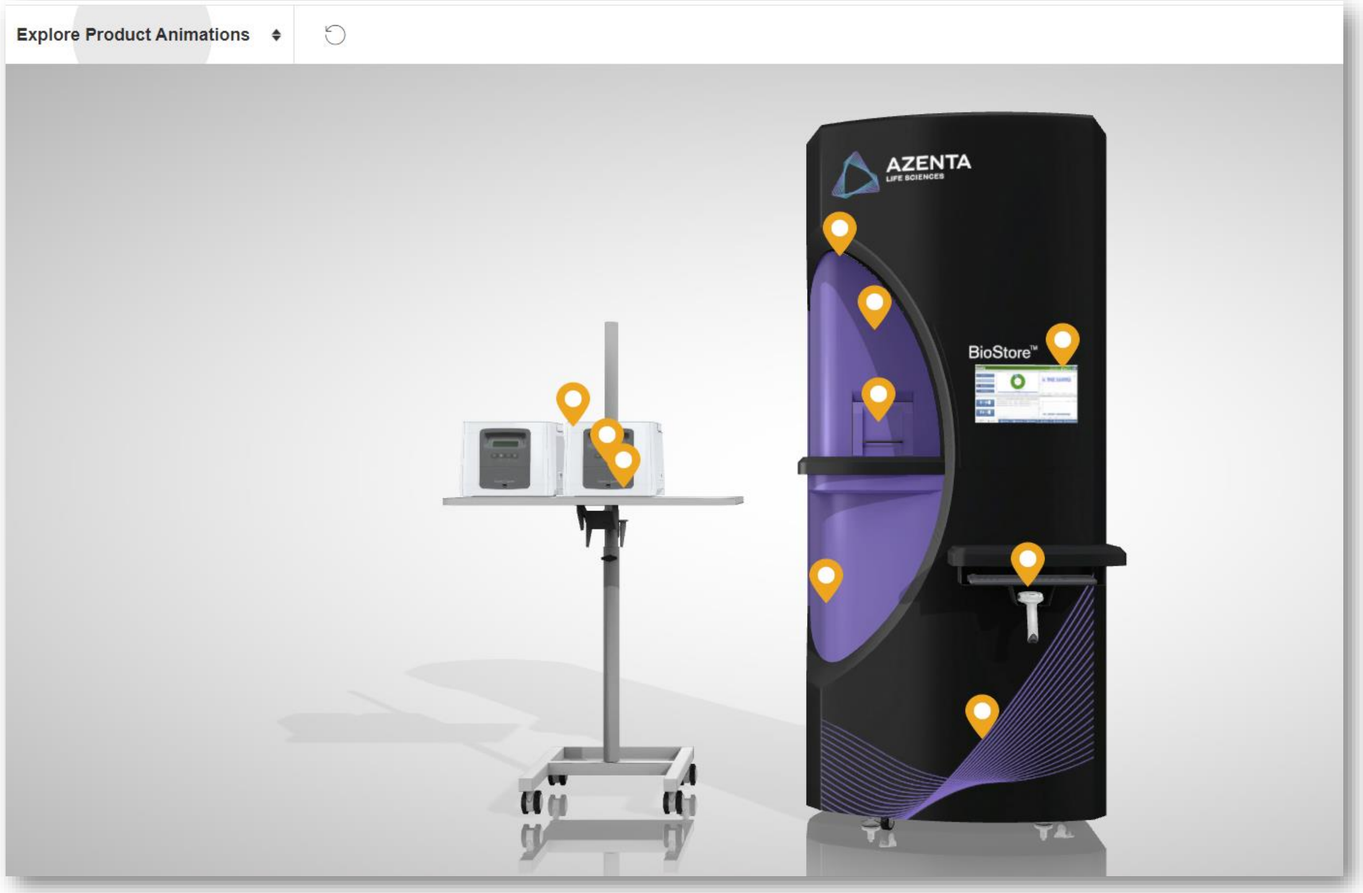
- **Cryo Store Pico Product Tour**

- Cryo Store Pico and CryoPod
- Key product features/differentiators
- Showcase sample and retrieval process
- Software highlights



Requests / Required Collateral & Tools

- Access to Manchester site for customer / product demonstrations
- ‘Battle Cards’ – sell against competitors
- Further availability of testing data to demonstrate engineered quality
- More case studies / success stories

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Thank you!