

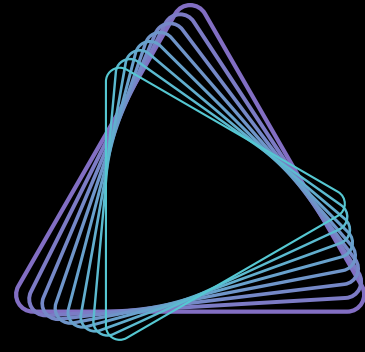
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Success Stories

March 2023



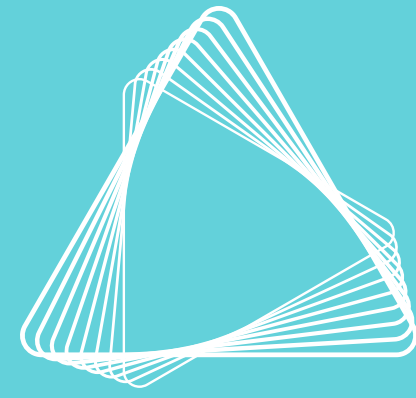
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

LabSource

Rebecca Ginther
Senior Channel Sales Manager – Americas
Azenta



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Framestar low binding PCR plates for use in low copy DNA research for HIV

LabSource and the Henry Jackson Foundation at Walter Reed
Research Hospital



LabSource
Science & Safety

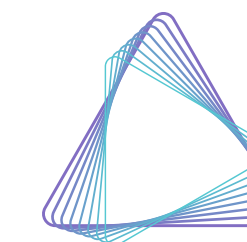
March 1, 2023

Multi-year contract, standing orders, product stocked locally for customer

LabSource partnering with Walter Reed Army Hospital



PARTNERS
IN SUCCESS



AZENTA
LIFE SCIENCES

Customer Challenge

- HIV research of samples from enlisted soldiers – DNA extract has very low yield
- Getting consistent results among such “low copy” samples proved difficult

How we Won

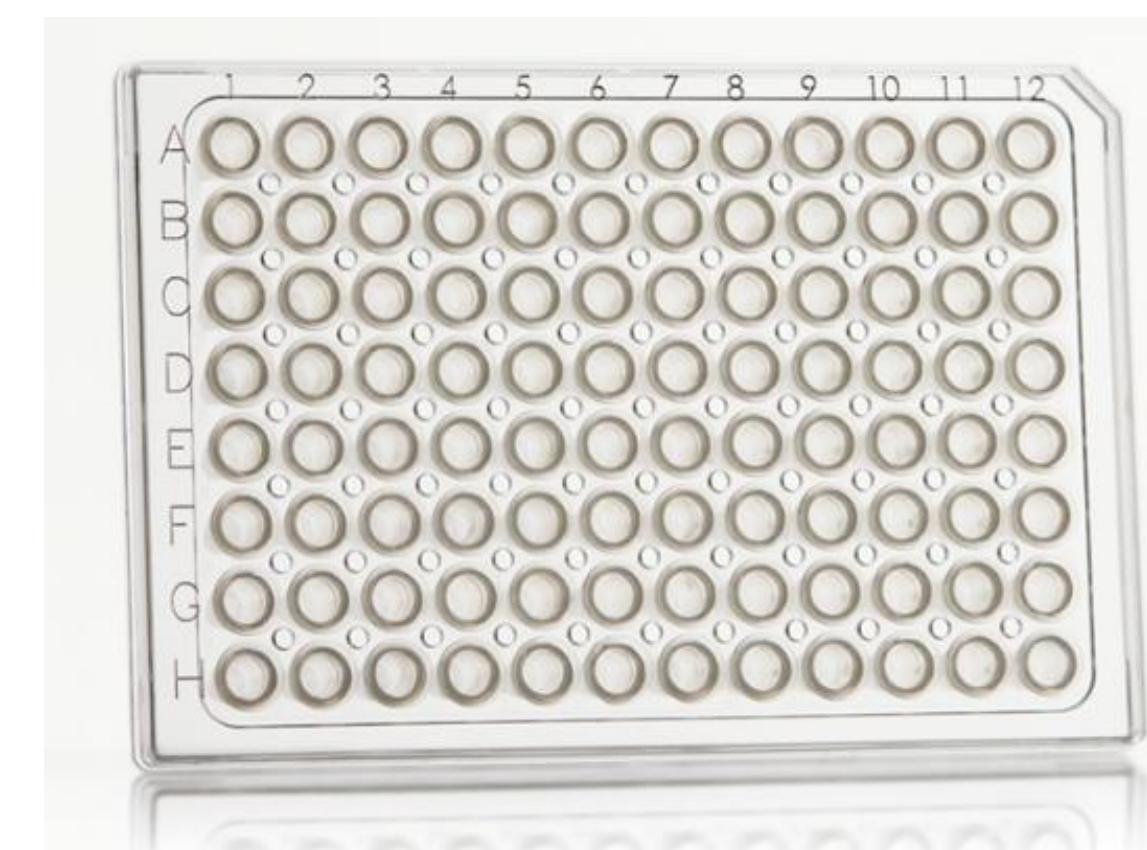
- Introduced customer to the Low-Bind version FrameStar plates and technical data
- Sampled customer on plates and strip caps

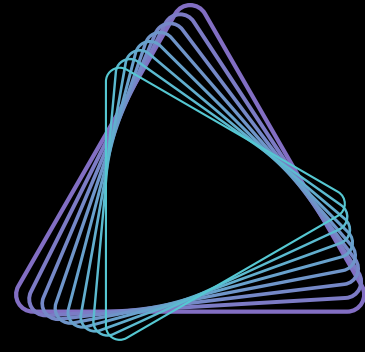
Azenta Solution

- 4ti-LB0770/C
- 4ti-0751
- Stocked product at LabSource for WRAIR ongoing needs

What we Won

- 50 cases annual demand of plates and corresponding seal caps
- Building increased relations with WRAIR HIV research





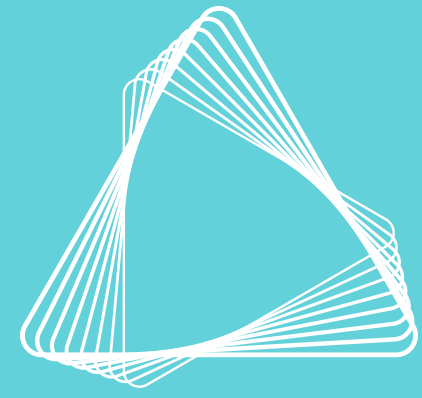
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Y.S. Biotech China

Rex Wu
Vice President Commercial APAC
Azenta



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Provide solutions to help
customers optimize production
line efficiency



Could you please give me a perfect **relationship metaphor** between distributors and manufactures?

Exhausted all the possible answers from ChatGPT



Something went wrong, please try reloading the conversation.

Relationship metaphor between distributors and manufactures



Dance Partnership

Each partner has a specific role and must work in harmony to create a beautiful and cohesive performance



A team of rowers in a boat

Each rower in the boat has a specific role to play and must coordinate their actions with the other rowers to achieve maximum speed and efficiency



Bridge and Pillars

Bridge connects two pieces of land, but the bridge itself would not stand without sturdy pillars to hold it up



Conductor and Orchestra

When the conductor and orchestra work together effectively, the result is a beautiful symphony



Team of Climbers

Team of climbers working together to reach the summit of a mountain



A sports team

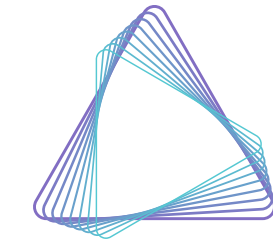
Both parties must communicate effectively, support each other, and work towards a common goal.



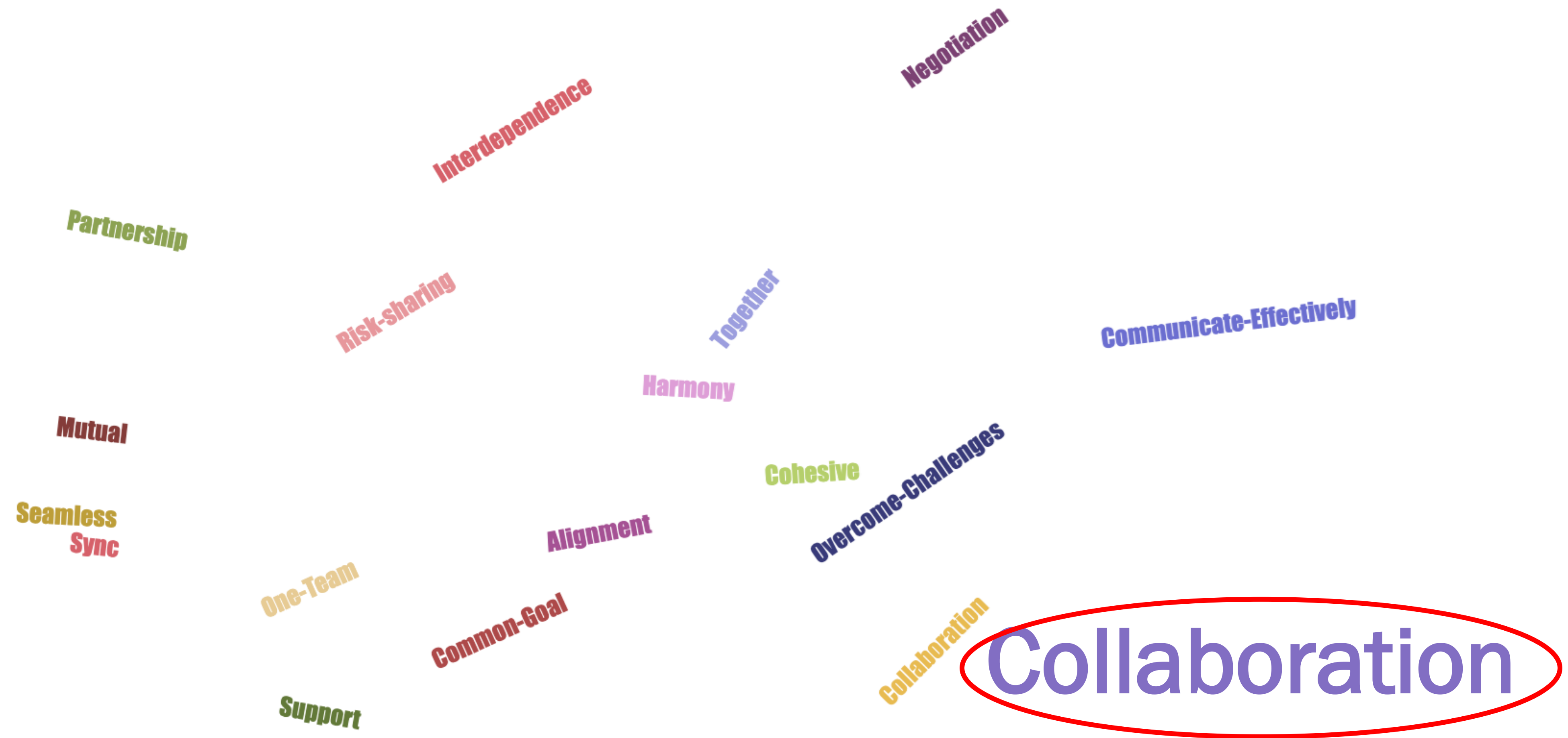
A Story of Collaboration



PARTNERS
IN SUCCESS



AZENTA
LIFE SCIENCES



Problems encountered by customer



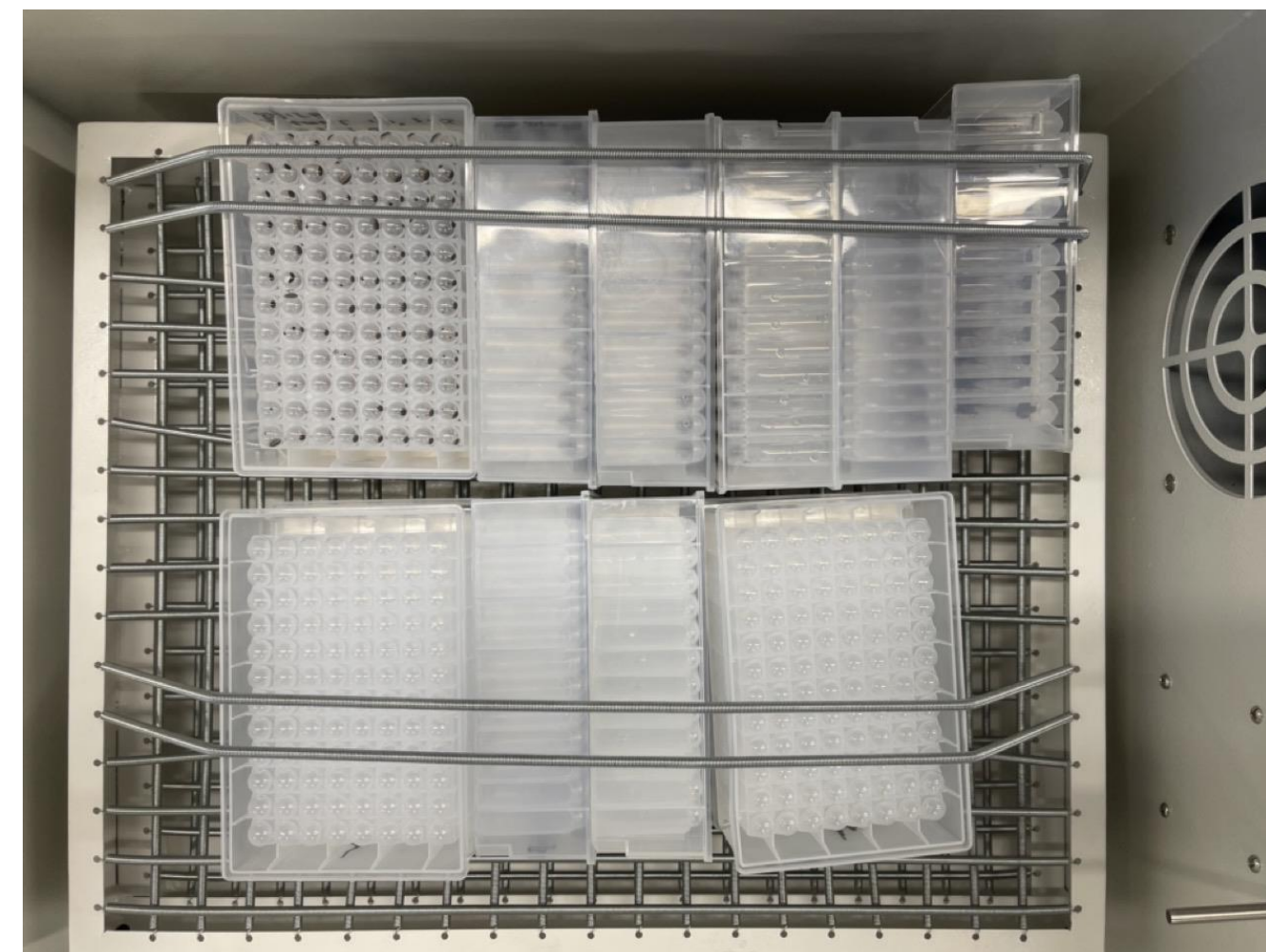
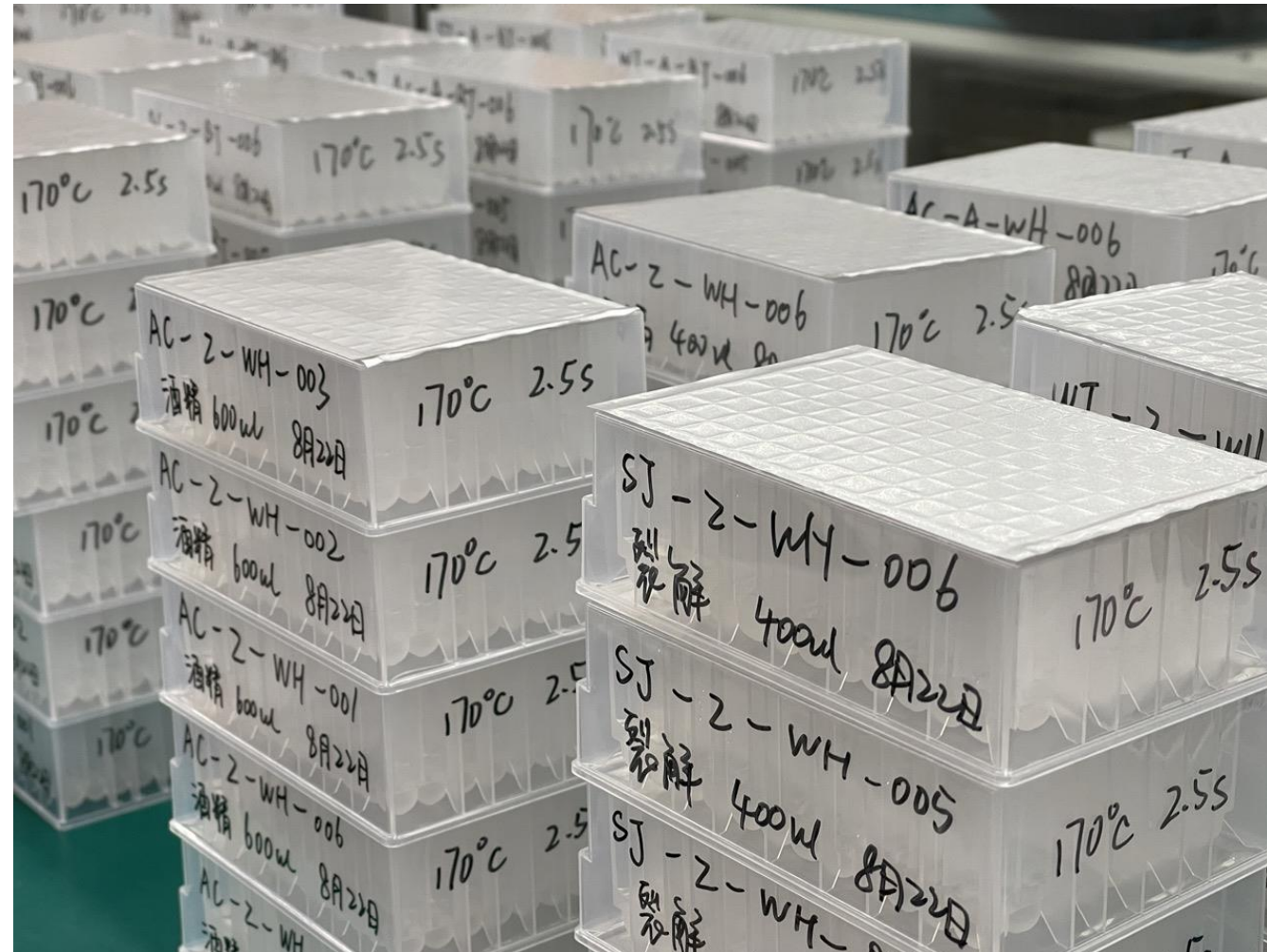
Simulation Tests - 1



Simulation Tests - 2



Results from Y · S Biotech



> 5000 tests



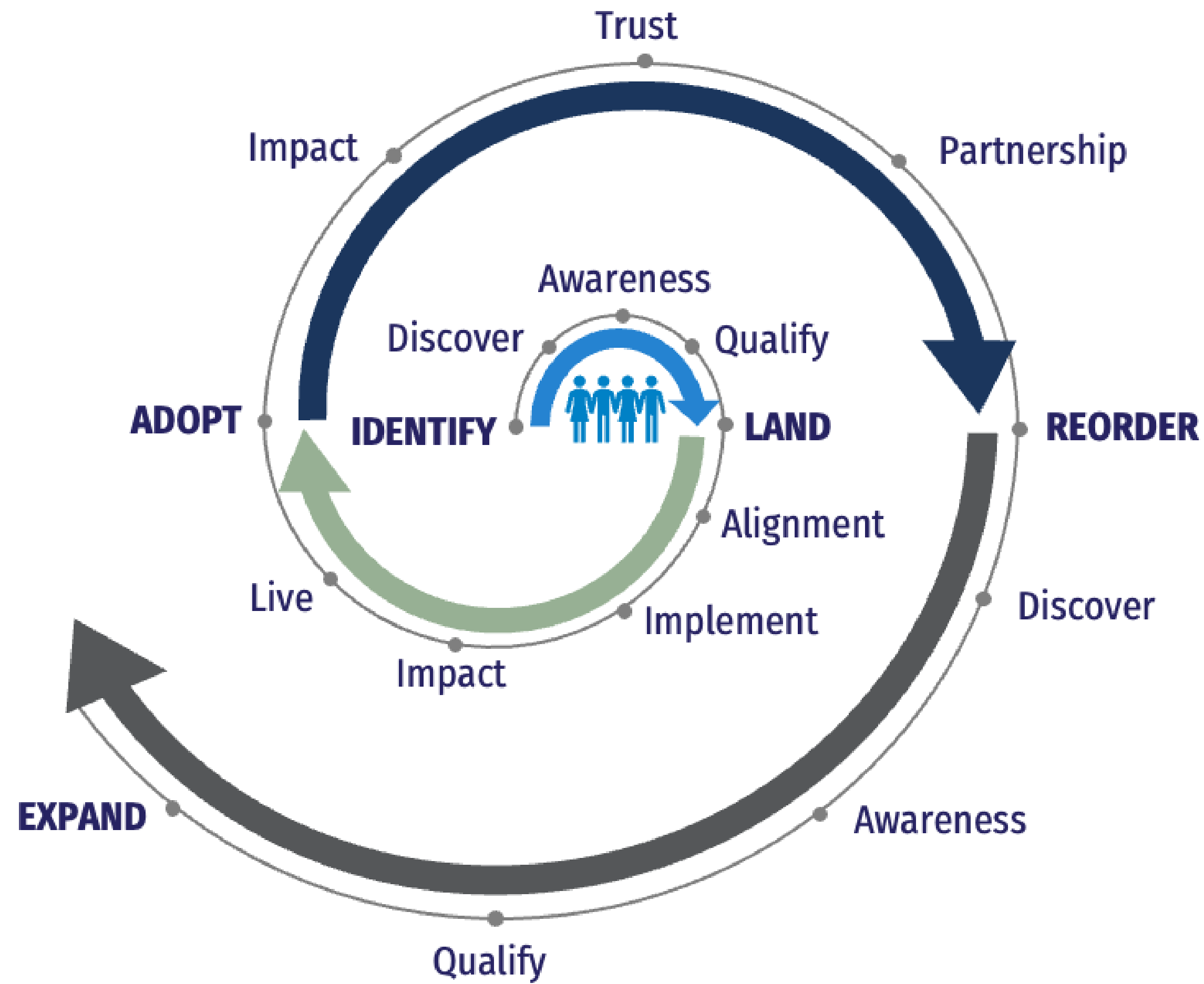
> 100 days **X** 24 hours



> 6 destinations, 12120 km
real transportation



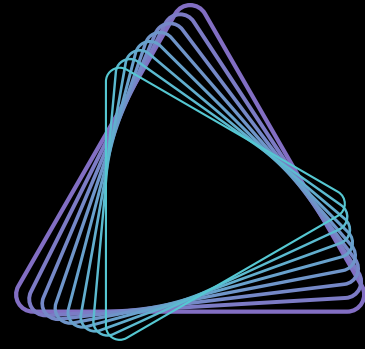
Reflections -1



Enhance customer experience via more personalized interaction across the lifecycle



PARTNERS IN SUCCESS



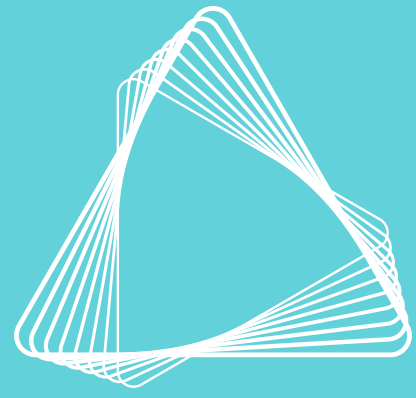
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Nippon Genetics Japan

Kazunori Sato
Director of International Business Development
Nippon Genetics



AZENTA
LIFE SCIENCES



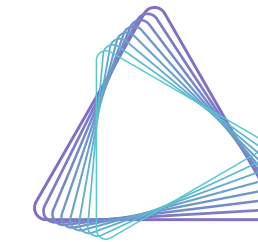
**PARTNERS
IN SUCCESS**

Automated heat sealer integrated
with robotic automation

PURCHASING amount from 4titude = approx.\$580K (for three years,20,21,22)



**PARTNERS
IN SUCCESS**



AZENTA
LIFE SCIENCES

Aggressive sales activity of a4S, Automated Heat Sealer

Customer Challenge

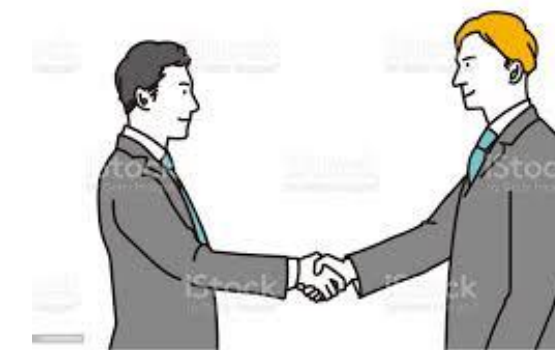
- Customers were looking for the automated heat sealer which can be integrated with robotic automation systems, with engineering support.
- More customers needed to set up the automation process for PCR set-up, NGS or Covid-19 test,
- NGC has NO integration engineers.

How we Won

- Proposed collaboration to Beckman Japan for automated applications.
- Finding sales leads by both companies.
- NGC gives special price to BC, then they proposed the robot and a4S together.
- Beckman provides integration engineering support to the customer.
- NGC could focus on other sales leads.

Genetics NIPPON
Genetics Co.,Ltd.

(NGC)



(BC)



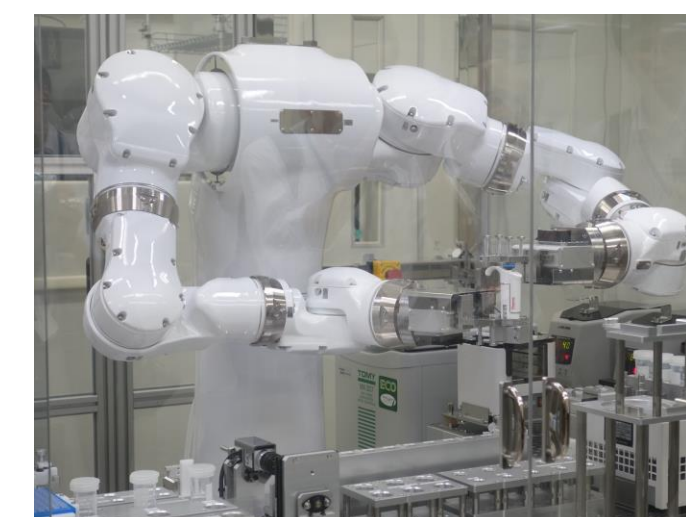
Azenta Solution

- NGC asked Azenta(ex-Brooks) Japan for integration support, however it was not ready yet (has a plan for future)
- However, Azenta and Beckman had collaboration already in the US.
- We expect Azenta to collaborate with other robotic system companies as well.

What we Won

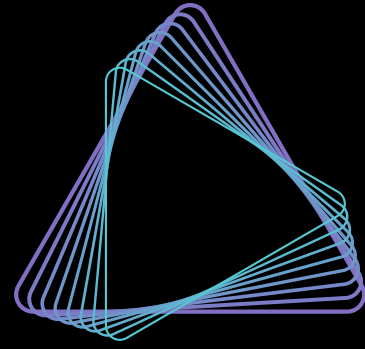
- For three years of 20', 21',22', NGC installed 28 units in total, and 7 out of 28 were through Beckman.
- Total purchasing amount was approx. \$580K (USD)
- NGC will continuously focus on this instrument, so, we need Azenta's integration support in the future.

TECAN.

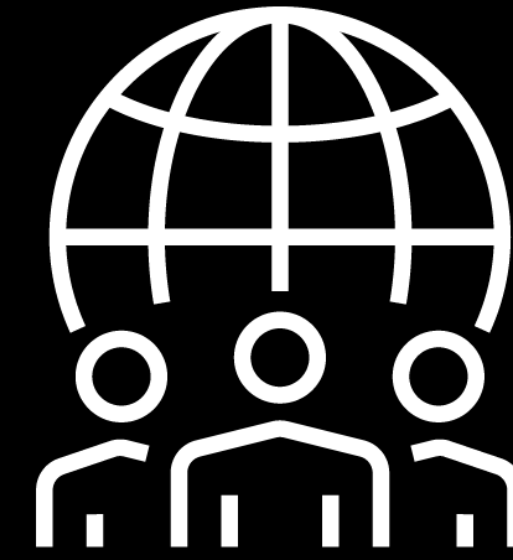


「MAHORO」 from YASKAWA





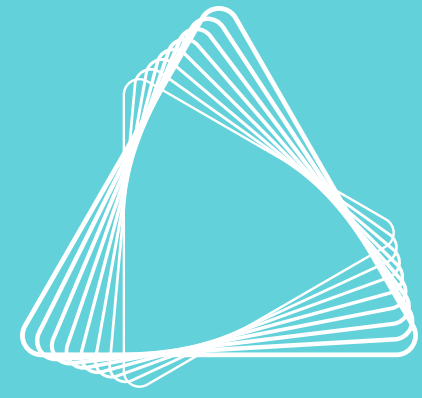
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

BioTools Australia

Hardi Schwarting
Managing Director
BioTools



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Supporting a start up with workflow
solutions

AUD 1,500,000

Winning business with Avicena Systems



Customer Challenge

- Startup founded in 2020
- Tight Funding
- Unclear requirements
- Pandemic Challenges (product availability/leadtimes)

How we Won

- Product availability during global shortages
- Close communication with BioTools and the customer
- Custom solutions for their workflow requirements

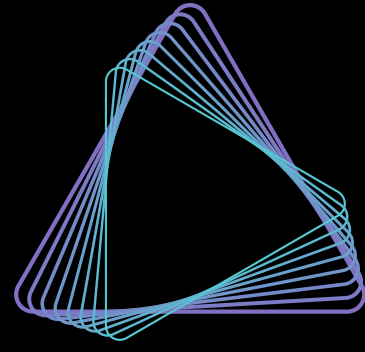
Azenta Solution

- Able to provide solutions for multiple stages of the customer's workflow
- Able to meet timelines
- Able to provide custom solutions

What we Won

- Multiple Sealers (A4S)
- Multiple IntelliXcaps (96)
- Custom IntelliXcaps
- 600 cases of Tubes
- 100 cases of Plates





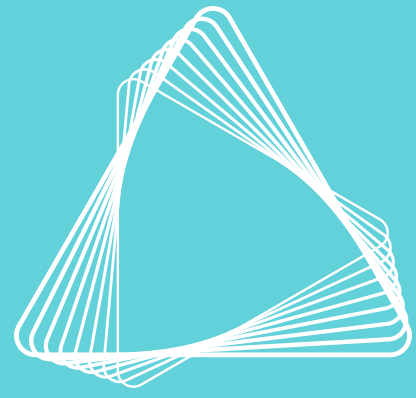
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

FroggaBio Canada

James Ackford
VP of Sales
FroggaBio Inc.



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Establishing and Repairing a Reference Network in Toronto

A story of training and teamwork between AZENTA and FroggaBio

Revenue Impact = \$100k+ for FY2023

Winning business with FroggaBio



Customer Challenge

- OICR in Canada required a scanner for their mixed consumable biobank
- Wanted a fast and reliable instrument for multiple users and tube types
- Had poor AZENTA feedback from a local lab who purchased with the previous distributor
- Needed to see first hand how the readers performed and how our support reacted

How we Won

- Leveraged existing FB customer site to for live demonstration with lead
- Brought in AZENTA FAS (thanks *Jason Fawcett*) to help with protocol set up
- Prepared and exported protocols for the customer to take with them and their “future instrument”
- Provided the customer with a sense of confidence in our technology and dual support from the FB/AZENTA partnership

Azenta Solution

- Top notch technical support
- Flexible and easy to use software
- Fast full rack scanning times
- Easy data export
- Complimentary products
- Customer centric approach

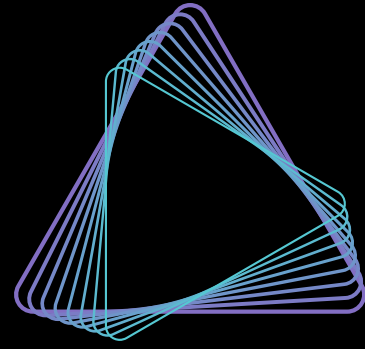
What we Won

- New camera reader and FluidX tube customers
- Interest and subsequent grant funding for a 96 Capper/Decapper from FB referenced lab
- Opportunities to cross selling additional product lines, including FreezerPro and Biocision
- New reference labs
- The opportunity to re-educate a legacy customer and convert them into a FB reference



FroggaBio
scientific solutions





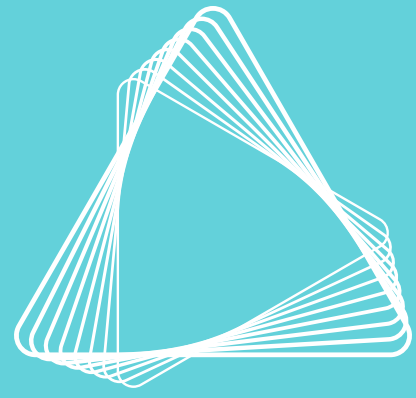
AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Sopachem Belgium

Sebastien Blaze
Partner
Sopachem



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

The Top 5 lessons we learned through our FluidX/Brooks/Azenta journey

By Sopachem

March 6-10 2023



My partners in crime

Lesson 1 - This is not a tube !

External Threaded Cap:

- Automation friendly
- Our most secure cap
- Enables greater working volume
- Designed to prevent over tightening



High Quality Virgin Polypropylene:

- No detectable leachables or extractables
- Manufactured in ISO Class 8 clean-room environment
- Endotoxin, DNase/RNase, heavy metals & animal free



Clear Window:

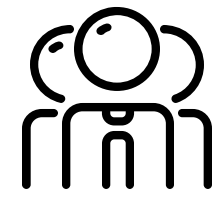
- Allows visual inspection
- Optional space to print direct due to high quality manufacturing



Dual-Coded:

- 2D-code and Human-Readable Number (HRN) on tube base
- Enables whole rack or single tube reading
- High contrast enabling reliable reading
- Permanent laser etching





Solution sales
Consultative
sale



Consultative Approach vs. Product Focused Selling

- Do not focus on the product
- Ask questions
- Understand the customer's workflow
- Typical example : the “sell me this pen” questions





“Sell me this pen” :

- A. Highlight the pen specs and unique selling points (USP)
- B. Convince/demonstrate the customer he needs a pen
- C. Asking questions about the customer’s workflow that would help identify whether or not they really need a pen in the first place

Lesson 2 – We are our best marketing



Our best marketing : knocking on doors



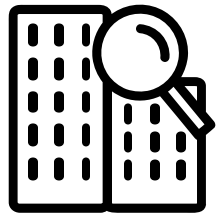
Table top shows (for large organisations)

Lesson 3 - Believing you're in

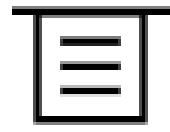


- You have a few contact persons within the organisation
- You even have a few customers using your products
- You are stuck in your contacts loop (always visiting the same contacts)

This is good news, the real work can start now ...



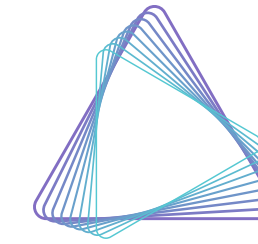
Insight Selling



**Harvard
Business
Review**



**PARTNERS
IN SUCCESS**



AZENTA
LIFE SCIENCES

Understanding the organisation

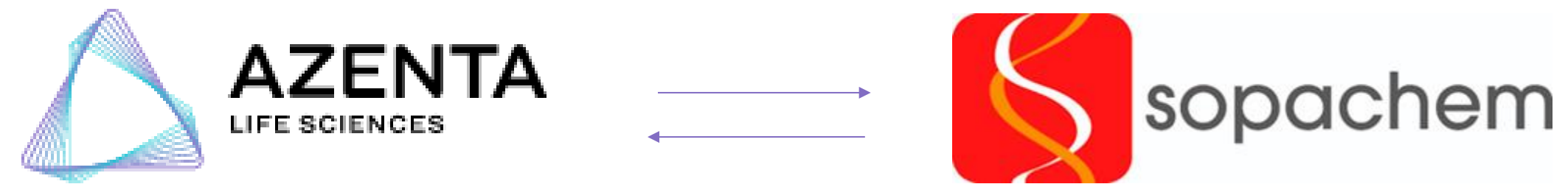
- 1. Go-Getters:** motivated by organizational improvement and constantly looking for good ideas, Go-Getters champion action around great insights wherever they find them.
- 2. Teachers:** passionate about sharing insights, Teachers are sought out by colleagues for their input. They're good at persuading others to take a specific action.
- 3. Skeptics:** Skeptics push back on almost everything. Even when championing a new idea, they counsel careful, measured implementation.
- 4. Guides:** willing to share the organization's latest gossip, Guides furnish information that's typically unavailable to outsiders.
- 5. Friends:** Friends are readily accessible and will happily help reps network with other stakeholders in the organization.
- 6. Climbers:** focused primarily on personal gain, Climbers back projects that will raise their own profiles, and they expect to be rewarded when those projects succeed.
- 7. Blockers:** Blockers are strongly oriented toward the status quo. They have little interest in speaking with outside vendors.

Lesson 4 - Communicate and connect people



- You have now much more contact persons within the organisation, in different departments
- Inter-connect them and highlight how they are using your products, create a channel of communication, drop names, use on-site equipment for demo's, etc.
- Start networking. This is the right time to introduce Azenta (the organisation):
 - Bring in field application specialists for the technical questions
 - Introduce key contacts from Azenta who will support them with their projects
 - Explain your supplier organizational structure
 - Create awareness on the different Azenta departments and products (C&I, Cryo, Biorepositories, etc.)

Lesson 5 - Work as one



- You can't successfully implement C&I within an organisation without involving the other Azenta business divisions
- Distributors are lead generators for cryostores, biostores, sample stores and also act as a local first line support
- Azenta direct sales vs. distributors not always clear for the customers
- Work as one with Azenta direct sales teams

WIN  **WIN**

Success Stories - Pharma Companies



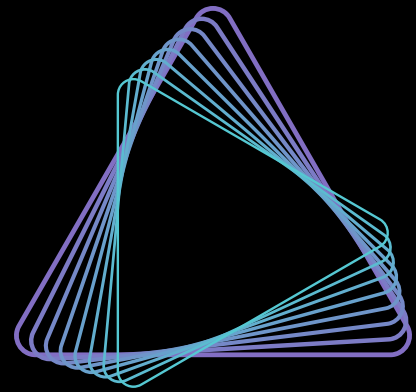
- 2005: Micronic non-coded tubes on Biomicrolab XL9 implemented in a few labs
- 2010: Introduction of FluidX 2D-coded tubes. Multiple table-top shows and seminars.
- 2015: Breakthrough thanks to the GSK “innovation group”
- 2019: Ready to move forward
- 2020: Creation of extra-budget for a new building hosting 1 sample store, 1 biostore and 10 cryostores
- 2022: C&I implemented in routine since June 2022 (complete sample logistics)

Installed base: >20 Perceptions, >10 IXC-M8, 7 IXC, 4 Xpeel, 4 Aperio, 2 Biofill, 300.000 tubes/year



- 2004: Fully automaded compound library (non coded, Micronic)
- 2005: Introduction of 2D coded tubes for compound library; with custom 2D code sequence
- 2006: switch from Micronic to FluidX & introduction of FluidX 2D coded tubes in Bioanalysis dept. Regular marketing events: "FluidX days" and later "Brooks demo Days" with support from Steven, helped to convert multiple labs.

Installed base : 14 Perception, 3 IXC, 2 Tube Auditors, 7 Xpeel, 8 Aperio, 12 CBS V3000 cryotanks, 2 Filling station, 6 Cryopods, 150k of Biosision



AZENTA
LIFE SCIENCES



**PARTNERS
IN SUCCESS**

Thank you!

