



A world leader in breast care

Hologic thrives by focusing on women

EVERY COMPANY LIKES to have its own niche. And Hologic has arguably the biggest niche in the world: half of humanity. The firm is a leading multinational medical firm, but has its focus purely on the health of planet Earth's 3.4 billion women.

"We are on a mission to help women everywhere lead longer, healthier lives. It is our reason for being and the single focus of every breakthrough we pursue, every investment we make," the company said in a statement.

Hologic was founded in the United States in 1986 by S. David Ellenbogen and Jay A. Stein with a view to focusing on specific medical issues of women. In entering this arena, the pair found themselves going head to head with much bigger firms. There were several companies, including giants such as GE and Siemens AG, which already had been in the digital mammography area for several years, with huge radiology divisions. The new firm knew it would face an uphill climb.

YET HOLOGIC THRIVED through hard work, strong sales of products and services, and some notable mergers and



acquisitions. Staff worked quickly and intensely. In just two years, 2006 and 2007, the firm made six acquisitions. Hologic had a growth rate one analyst called “astronomic”.

Two notable acquisitions were big enough to make Wall Street sit up and take notice. In 2007, Hologic merged with Cytoc Corporation through a cash and stock transaction. Cytoc Corporation was an ideal partner, since it specialised in technology for pap smears and testing for human papilloma virus, a leading cause of cervical cancer. The result was a US\$10 billion women's healthcare company. Projected annual sales at that time were more than US\$1 billion.

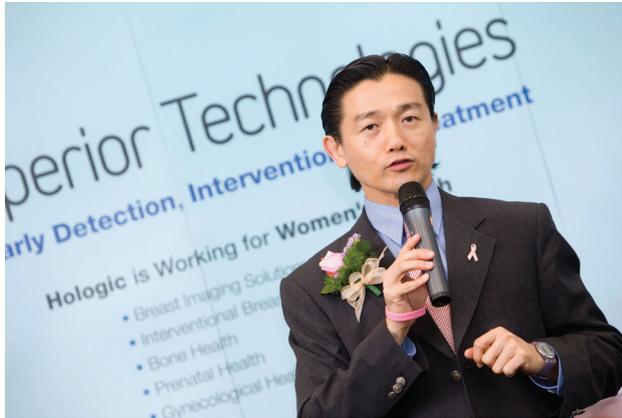
More recently, in April 2012, Hologic announced a merger with Gen-Probe for about US\$3.72 billion, in a cash transaction. Gen-Probe specialised in the development, manufacture and marketing of fast and accurate molecular diagnostic products and services. It was a leader in using technology to diagnose diseases, screen blood and ensure transplant compatibility.

Hologic’s list of capabilities grew again. “We believe that the health issues facing women today deserve and demand the singular dedication of a passionate company,” the company said.

TODAY, MORE THAN 28 years after its founding, Hologic is a global leader in women’s healthcare. The firm’s core business focuses are breast health, diagnostics, GYN surgical, and skeletal health. Doctors know it through its portfolio of top brands in medical equipment: Lorad, Fluoroscan, Selenia, Securview, Discovery, Multicare and Directray.

A fuller list of areas in which Hologic can be considered a market leader would include mammography and breast biopsy, breast magnetic resonance imaging, radiation treatment for early-stage breast cancer, cervical cancer screening, treatment for menorrhagia and uterine fibroids, osteoporosis assessment, preterm birth risk assessment, mini C-arm for extremity imaging, and molecular diagnostic products including human papillomavirus testing and the production of reagents for a variety of DNA and RNA analysis applications.

YET THE COMPANY is not moving away from what it does best, and wants to be unmatched in the field of breast cancer diagnosis. “The most important area for us is breast health — breast cancer screening, diagnosis, and treatment,” explained Paul Young, a Hologic vice president who manages the Asia Pacific operations.



The firm knows that there are different factors to consider for Asia. Hologic has created breast cancer screening products specifically for the Asian population through research collaborations with healthcare professionals in Hong Kong.

Why Hong Kong? The company chose the city on the south coast of China as its Asian headquarters because it was the “closest to the biggest markets in Asia: China and Japan,” Young said. “It has easy access to both markets, provides easy shipping in and out of Asia, and is a good location for partnerships with key opinion leaders from the region.”

After careful consideration, Hologic chose Hong Kong Science Park to house its operations. The facilities were great, and there were “many similar

companies in the Park that we can talk to, making it easy to find commercial partners,” Young said.

The team at Hologic plans to expand into other areas by forming key partnerships with universities in both China and Hong Kong. “We work with universities and university hospitals directly because they are our customers,” Young said. “And with the Chinese Society of Radiology on education in breast cancer screening and diagnosis.”

With more than 800 employees, Hologic has been growing in China at more than 20% per year, an indication that their choice of Hong Kong as base for their operations was a wise move.

There are four particular moves that deserved to be highlighted. First, the company is currently doing collaborative research projects with local universities and clinical studies with hospitals in Beijing and Shanghai. Second, they intend to cultivate the development of local researchers and engineers in collaboration with local universities. Third, they want to make the most of Hong Kong as a good base primarily for its human assets. Fourth, they want to facilitate more exchanges between academics and industry people.



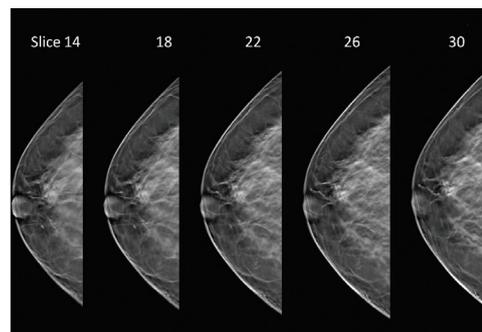
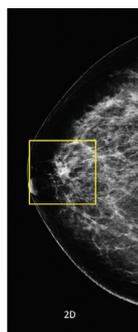
TO BETTER UNDERSTAND what Hologic does, one can consider a few of the company's range of products and services through the roles they play in the treatment of breast cancer. First, the patient needs to have a breast examination. Instead of a 2D exam, Hologic tools can "see" in 3D, being the first company to receive FDA approval in the United States for 3D breast tomosynthesis. Hologic's Selenia Dimensions 3D breast tomosynthesis system overcomes the primary limitations of 2D mammography.

The company is also aware of the psychological aspects of breast examination. To this end, the firm developed the MammoPad breast cushion. This is a soft, warm tool which lowers the patient's anxiety level while allowing the technologist to obtain more of the chest wall in the image. It also ensures even compression of the breast.

Once the doctor has an image, he or she can make use of a computer-aided detection system. To meet this need, the firm developed the ImageChecker CAD system, which has been the leading CAD technology for more than a decade.

And what happens if a suspicious lesion is detected? Hologic offers various options, including the ATEC, Eviva and Celero breast biopsy systems, coupled with their MultiCare Platinum prone biopsy table and StereoLoc II upright biopsy platform. These elements provide clinicians with easier and more effective access to lesions with fewer needle insertions.

Should cancer be detected in its early stages, many women will be candidates for the Hologic MammoSite radiation therapy system, a patient-friendly alternative to traditional whole



breast radiation. MammoSite is now the most widely used and accepted method of accelerated partial breast irradiation in the United States. The device gives radiation oncologists the ability to shape the radiation dose for typical cases and treat patients who are otherwise not appropriate candidates for traditional brachytherapy.

There's more. Hologic has even created the technology-equipped platform on which the patient lies. The firm's Sentinelle breast magnetic resonance imaging coils allow healthcare providers to take advantage of unique technologies not available in traditional tabletop systems. Its Sentinelle Breast MRI auxiliary table provides complete and open access for intervention, and award winning design for optimal patient comfort and workflow.

OF COURSE THIS level of technology is the preferred choice in modern countries. But what about the poorer ones? As an extension of Hologic's global commitment to women's healthcare, the company supports humanitarian programmes by contributing their equipment and tools to countries. The company has given imaging, screening, diagnostic and therapeutic equipment to a variety of nations, including Macedonia,

Tanzania, Nicaragua, Thailand and South Africa.

Through these important initiatives, many women are receiving preventive screening exams for the first time in their lives.

WHAT'S COMING UP in the future? By forming key partnerships with universities in both China and Hong Kong, Hologic plans to expand into other areas, including, yes, finally: men's health.

