

# The Science of Sure Employee FAQ

## Why is Hologic rebranding?

1. **Q: What led to the decision to rebrand?**

A: The changing global healthcare marketplace has made it necessary for every company to reassess its role and focus. We must respond to new challenges that are shaping business environments and grow as clinical opportunities are presenting new growth areas.

2. **Q: How is this rebrand different than previous rebrandings?**

A: Our focus is to not just express what we do well, but to elevate our profile to celebrate what sets us apart – that is what we uniquely do best. We want to demonstrate how we are building a bolder and bigger Hologic.

3. **Q: Will any of our legacy brand names be maintained?**

A: No. The Science of Sure honors our varied pasts yet functions as a unifying springboard for our future.

4. **Q: Is this Hologic rebrand here to stay?**

A: The Science of Sure is based on the core truth at the center of our business. This truth is more closely aligned to our authentic culture that delivers advances in clinical precision to enable new standards that will truly change and improve patient healthcare outcomes.

5. **Q: Is Hologic rebranding because we're moving away from women's health as our primary focus?**

A: We have always been there for patients, with a heritage of fighting for women's health and discovering new ways to protect it. Today we are on everyone's side equally. Hologic aims to improve lives by innovating and bringing to market the best diagnostics, detection and surgical technology in the world. That is why we are excited about The Science of Sure, which provides a strong foundation from which we can build a compelling brand story. The Science of Sure acknowledges our broader portfolio and unites us as a single brand across business units and geographies to drive positive health & financial health outcomes.

## Why The Science of Sure?

6. **Q: What does The Science of Sure mean?**

A: The Science of Sure is more than a tagline – it is a big, bold statement that provides all of us a certainty to focus on, drive toward and believe in. The Science of Sure reflects who we are as a company and what we want to achieve. It invokes the precision with which we do our jobs, the passion we bring to our work, the purpose that drives our corporate mission and the ultimate goals Hologic employees share with one another, no matter how we contribute to the company's success or where in the world we live and work.

7. **Q: How is the Science of Sure more relevant to who we are than prior branding?**

A: The Science of Sure is a positive business philosophy that drives everything we stand for and do on behalf of our customers – from healthcare professionals to patients. It focuses on the passion for precision in our daily work, but also celebrates our unique and tangible ability to lead the healthcare industry in many of the important fields of discovery and diagnosis with the ultimate goal of creating progressive certainty that empowers healthcare professionals all over the world to improve patient outcomes.

8. **Q: Does The Science of Sure suggest that we are more focused on science than patients?**

A: No, The Science of Sure is an integrated, cohesive philosophy that adds stronger, more compelling meaning and true value to our work. The Science of Sure speaks to our ability to deliver progressive certainty of detection, discovery and diagnosis in order to improve healthcare delivery and better outcomes for patients. It is inclusive and inherently patient centric.



9. **Q: How is The Science of Sure unique as it relates to the branding of our competitors?**

A: The Science of Sure is our foundational story built on excellence. It is an enduring and strategically bold platform, as well as a constant philosophy of advanced improvement and a promise of its delivery. It enables us to define who we are on our terms, while effectively repositioning our competitors. Importantly, it is uniquely supportable and timeless in its relevance to payers, practitioners and patients.

10. **Q: Does the rebrand suggest that we are becoming a technology company instead of a healthcare company?**

A: The Science of Sure showcases the split nature of the Hologic character — built on a rock-hard foundation of science with an eye toward very real human concerns and compassion.

## What changes will we experience as a result of The Science of Sure?

11. **Q: When is the rebrand launch happening?**

A: We officially launch the new brand on Monday, September 29, 2014.

12. **Q: Will all assets be updated on September 29?**

A: No, not all assets will be updated on launch day. We are using a soft launch approach, replacing assets and materials as needed instead of implementing an abrupt change over all at once.

13. **Q: What else is changing on Monday, September 29?**

A: Here are the items that will be changing for launch day – Hologic.com, HologicStyle.com, MyHologic.com, email signatures, corporate stationery and signs (interior and exterior). Additional materials will be available on an as-needed basis as we continue to roll out the new brand. Please use your judgment on new orders, including business cards, using up what is on-hand for both financial and environmental impact.

14. **Q: How will The Science of Sure make a difference in my day-to-day experience at Hologic?**

A: The Science of Sure brings clarity to who we are as a company and what we are focusing on – which is bringing more life-changing products and services to the market.

15. **Q: How will The Science of Sure be brought to life externally?**

A: Launch day, Monday, September 29, will be internal; intended for our employees only. The Science of Sure will also be highlighted as part of the NASDAQ Bell Ringing Ceremony in New York with key senior leadership on October 1. The brand will then be expressed externally by the individual divisions through different initiatives and product launches. We are very excited to see how the different divisions bring The Science of Sure story to life.

16. **Q: When do we need to start using the new branding visuals and guidelines?**

A: You may start using new branding materials on launch day, Monday, September 29, 2014. For complete information on the new guidelines about how, where and when to use The Science of Sure, please refer to the Hologic Brand Style Guide that can be downloaded at HologicStyle.com.

17. **Q: What should I do if I see something out of compliance with the new brand?**

A: Since it will take some time for materials to be completely changed over – it's a good idea to simply reach out to the employee responsible for the piece and politely let them know.

18. **Q: Is The Science of Sure being translated into all the local languages where we have facilities?**

A: The Science of Sure is not being translated into all local languages – in most cases it will remain in English. We did, however, conduct an international language check on the phrase “The Science of Sure” to ensure it was not difficult to pronounce, there were no negative word associations (slang, colloquialisms, obscenities, etc.), no acronyms are associated with the word SURE to confirm that the meaning/concept of “The Science of Sure” translated.

