

# What's Ahead for Hologic:

A New Brand Essence



**Welcome to today's  
Hologic – and to  
The Science of Sure.  
It's a new way of  
talking about who we  
are and what we do.  
It's a promise you'll be  
hearing and seeing  
a lot of from now on.**

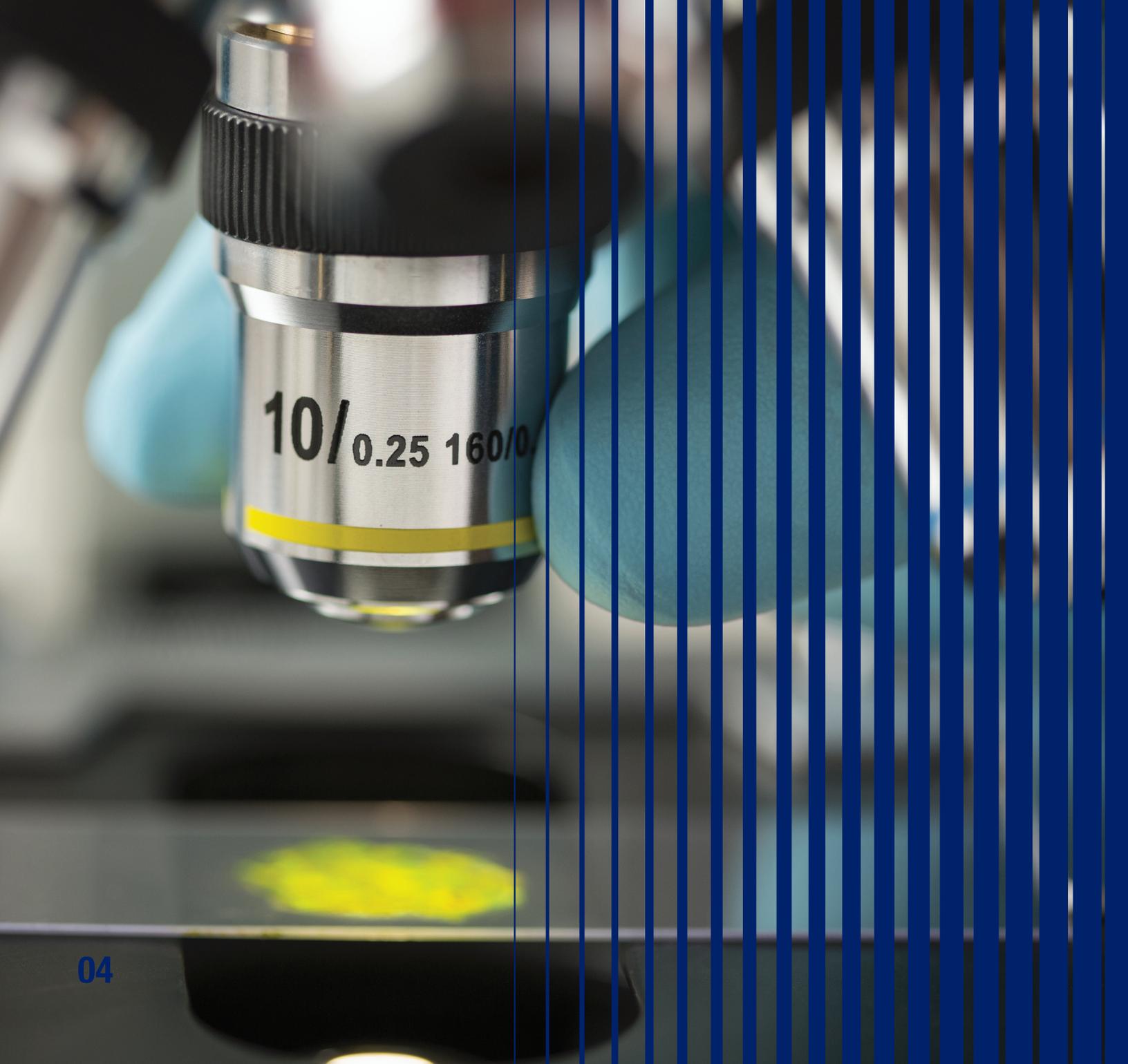
The Science of Sure reflects who we are as a company and what we want to achieve. It invokes the precision with which we do our jobs, the passion we bring to our work, the purpose that drives our corporate mission and the ultimate goals all of us who work at **Hologic** share with one another, no matter how we contribute to the company's success or where in the world we live and work.

What follows is a broader exploration of The Science of Sure – including a manifesto that captures its meaning and intention, explanations of how The Science of Sure intersects with our brand ambition and how it will facilitate our growth, and an “elevator speech” to ensure we use the same language when speaking externally about The Science of Sure.

The Science of Sure is more than a tagline – it is a big, bold, galvanizing statement that provides all of us a certainty to focus on, drive toward and believe in.

The Science of Sure is only four words, yet it tells a powerful story.

**Stephen P. MacMillan**  
*President and Chief Executive Officer*



# The Science of Sure

A Manifesto

## Be sure.

In healthcare, that's what matters.

So at **Hologic** we promise what we call progressive certainty – our commitment to helping healthcare professionals minimize doubt and maximize the confidence they have in the decisions and diagnoses they make.

With clearer images, simpler surgical procedures, more efficient diagnostic solutions and better results, the peace of mind we strive to achieve for our customers and their patients is inspired by science, supported by technology and reinforced by our passionate determination to improve outcomes.

We are unyielding, indomitable and never satisfied with the status quo.

**Hologic: The Science of Sure in action.**

## We Will Become Who We Want to Be.

**Hologic** isn't the biggest healthcare organization, nor do we necessarily aspire to be. The growth to which we aspire is not about headcount or the number of facilities we have worldwide, but about the impact we can make and how many patients' lives have been enhanced – and in many cases, saved – because of what we do.

From the day we opened our doors in 1986 until today, our success has been based on innovations that have transformed healthcare delivery, such as dual x-ray bone densitometry technology, which has become the industry standard for assessing bone health. It and many other innovations not only have made us proud, but reflect our goal to be the best we can be so patients and healthcare professionals can be the best they can be.

Our heritage of groundbreaking invention remains key to our future; the values and culture inspired by that heritage continue to motivate us to pursue new challenges, make new discoveries and envision better outcomes.

**Hologic** is a company that strives to make advances toward greater certainty, narrow the gap between doubt and confidence, and achieve both incremental and transformational progress.

Energized by The Science of Sure, we will reimagine our future in order to bring more life-changing products and services to market. We know we can continue to introduce change into the healthcare system, and into people's lives, not only because it is our legacy, but because our legacy shows that it is our calling.

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## The Science of Sure. Four Words. Many Meanings.

The Science of Sure is an expression of single-minded purpose – it gives us the confidence to grow with the same determination that in the past has driven us to introduce and continually improve products and services that bring long-term positive change to patients and healthcare professionals.

At **Hologic**, we won't settle for what others seek, we won't play by their rules and we won't assume their expectations are what should be expected. We believe patients and healthcare professionals deserve more, and we have acted on that belief. The fact is,

- *HPV primary testing is less effective than co-testing... and co-testing with our ThinPrep Pap and Aptima HPV tests provides the best protection for patients against cervical cancer and the most comprehensive detection of disease.*
- *Mammography saves lives... and our 3D mammography technology is proven to increase the detection of invasive breast cancers by 41 percent and reduce recall rates by 15 percent.*
- *The number of hysterectomies is too high... and to date NovaSure has provided over 2 million patients with an option to unwanted hysterectomies.*

While we take pride in these achievements, we also view them as challenges to accomplish more for future generations. That means continually working to expand use of life-saving procedures, discover new products and services to address unmet needs and – crucially – increase our penetration so more patients have access to our innovations, especially in emerging markets, where the need continues to accelerate.

The Science of Sure establishes a dynamic new industry paradigm that consistently introduces more certitude into both the art and science of healthcare delivery.



## The Science of Sure in 65 Words.

Good for One Elevator Ride.

“**Hologic** is a global company using The Science of Sure to improve lives by innovating and bringing to market the best diagnostics, detection and surgical technology in the world. We integrate The Science of Sure into everything we do to help healthcare professionals discover, diagnose and treat their patients with progressive certainty and ever-greater peace of mind. **Hologic** is The Science of Sure in action.”

## The Science of Sure. More Certainty For All Our Stakeholders.

- **Healthcare professionals**  
can be surer in the diagnoses they give their patients.
- **Patients**  
can feel more secure in the diagnoses they receive.
- **Employees**  
have an enhanced clarity of purpose.
- **Purchasers**  
can more readily rely on our machines, our support and the services we offer.
- **Regulators**  
can be more certain about healthcare provision.
- **Investors**  
can feel more confident that we're a company with a sure-footed approach to its future.

## The Science of Sure.

### Why Now?

Healthcare is at an inflection point, with more opportunity than ever to use science and technology to benefit more people. Our stakeholders expect ever-greater advances from the healthcare industry and ever-greater advances from us. We can own The Science of Sure because no one else in our discipline comes close to having the experience and heritage we have of providing certainty.

#### The Science of Sure:

- **Acknowledges our broader portfolio**  
...and moves us from identifying as a “women’s health company” to identifying as a single brand across health states, business units and geographies.
- **Aligns our brand story with our vision for the company**  
...and positions us for enduring growth.
- **Gives our customers and employees a reason to believe**  
...and allows us to tell an authentic brand story, one that gets to the heart of who we are.
- **Recognizes that many of our employees view their work not as a job, but as a calling**  
...and provides them the insight and context they need to become genuine brand advocates and ambassadors.
- **Gives our sales team an opportunity to talk with their customers about Hologic’s greater purpose**  
...and lets our customers shift their focus beyond features and price to the greater good our innovations bring society.

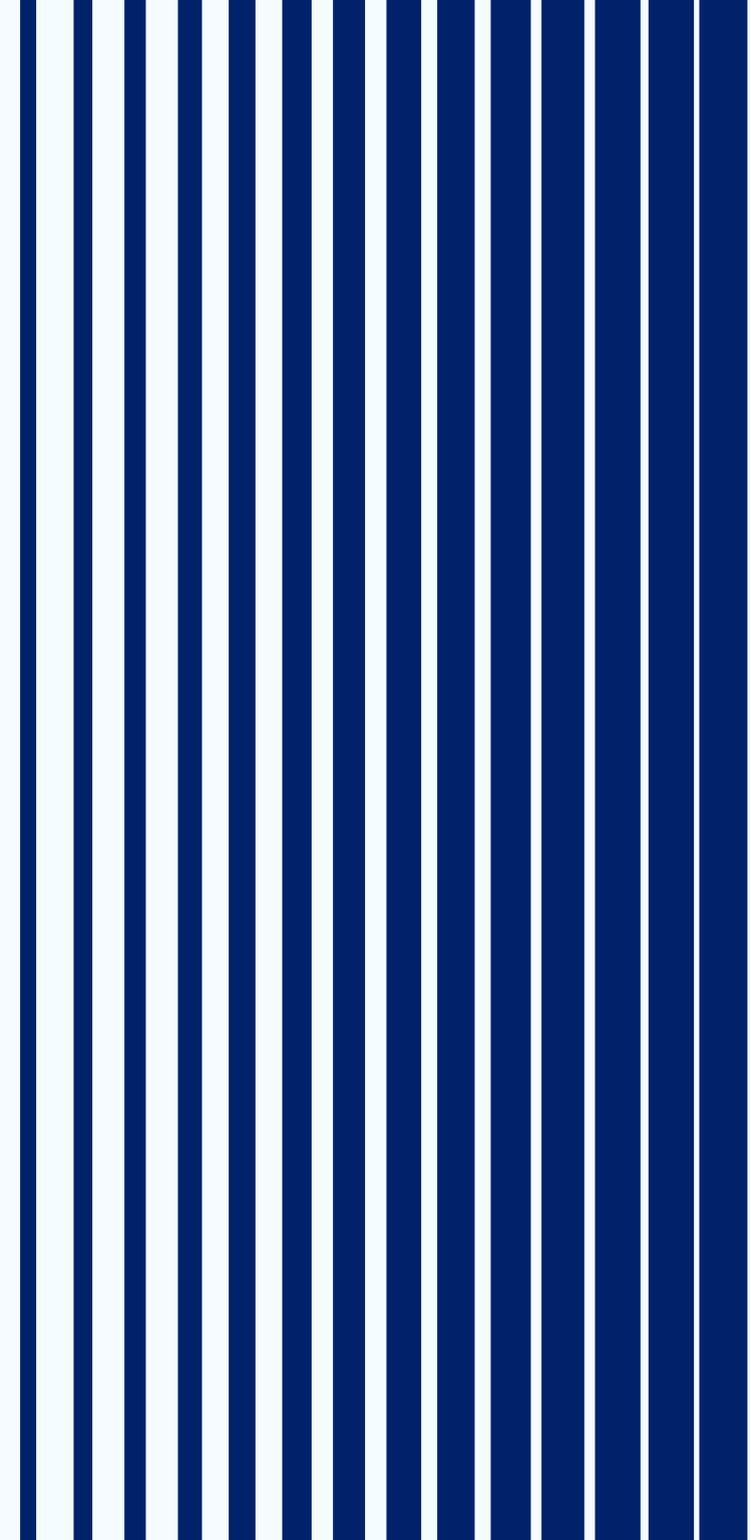


## Unified. Focused. Certain.

While **Hologic** comprises different divisions, we are united by our spirit of innovation and an unshakable optimism.

Our brand manifesto further solidifies our joint aspiration and singular purpose. We may work in separate divisions, but we act as one team linked by our shared focus on superior technology, passion for our patients and dedication to helping healthcare professionals improve the certainty of their decisions.

The Science of Sure honors our varied pasts yet functions as a unifying springboard to our future. We are no longer a tangle of names and logos and taglines. From now on, we share one name, one vision, one logo, one tagline.



# HOLOGIC<sup>®</sup>

The Science of Sure

Breast & Skeletal Health Solutions

Diagnostic Solutions

GYN Surgical Solutions

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