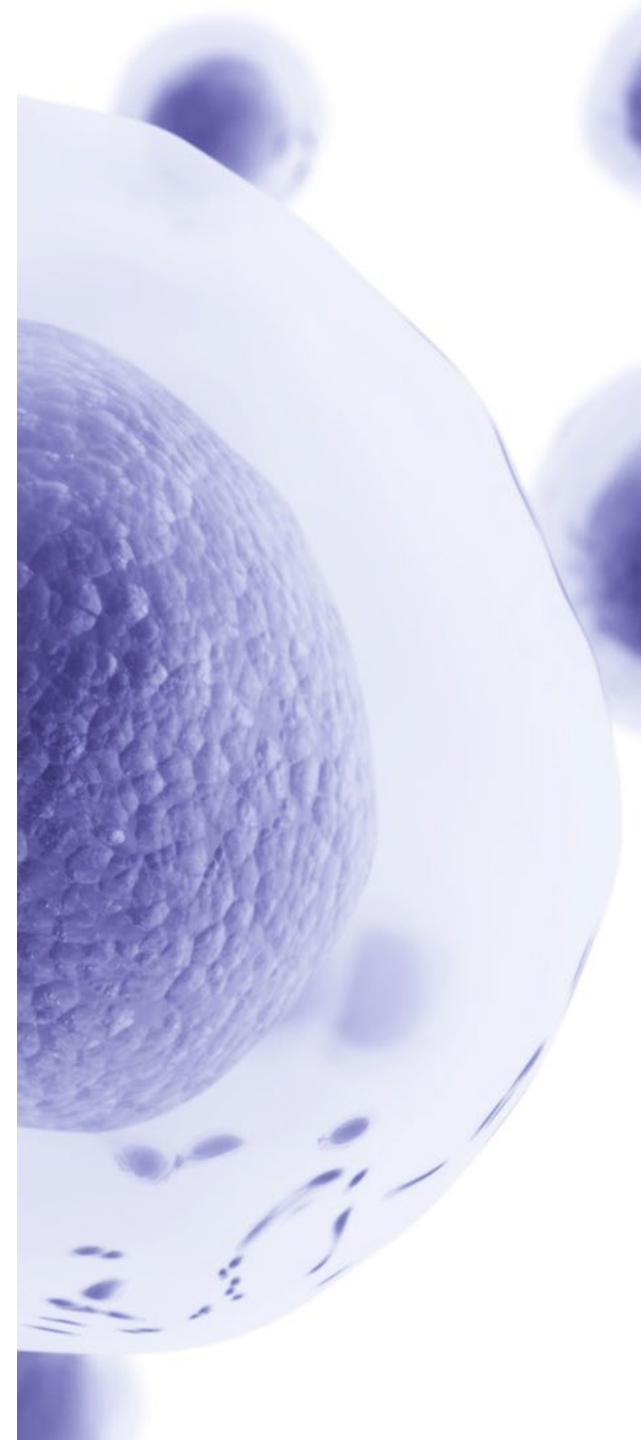


AZENTA
LIFE SCIENCES

An Integrated Commercial Approach. Accelerating Growth.

Linda De Jesus,
SVP and Chief Commercial Officer



An Integrated Commercial Approach. Accelerating Growth.



Building on a strong foundation

Integrated go-to-market model

Accelerating growth strategy

Serving an Impressive Roster of Global Customers



Top pharma/biotech served by Azenta



Top pharmas trust Azenta with their samples



Best-selling pharma products: clinical samples managed by SRS



US molecular biologists use Azenta*



Citations in scientific journals



Nobel laureate labs use Azenta



Leading Customers Include:

Pharma / Biotech



Healthcare / Clinical

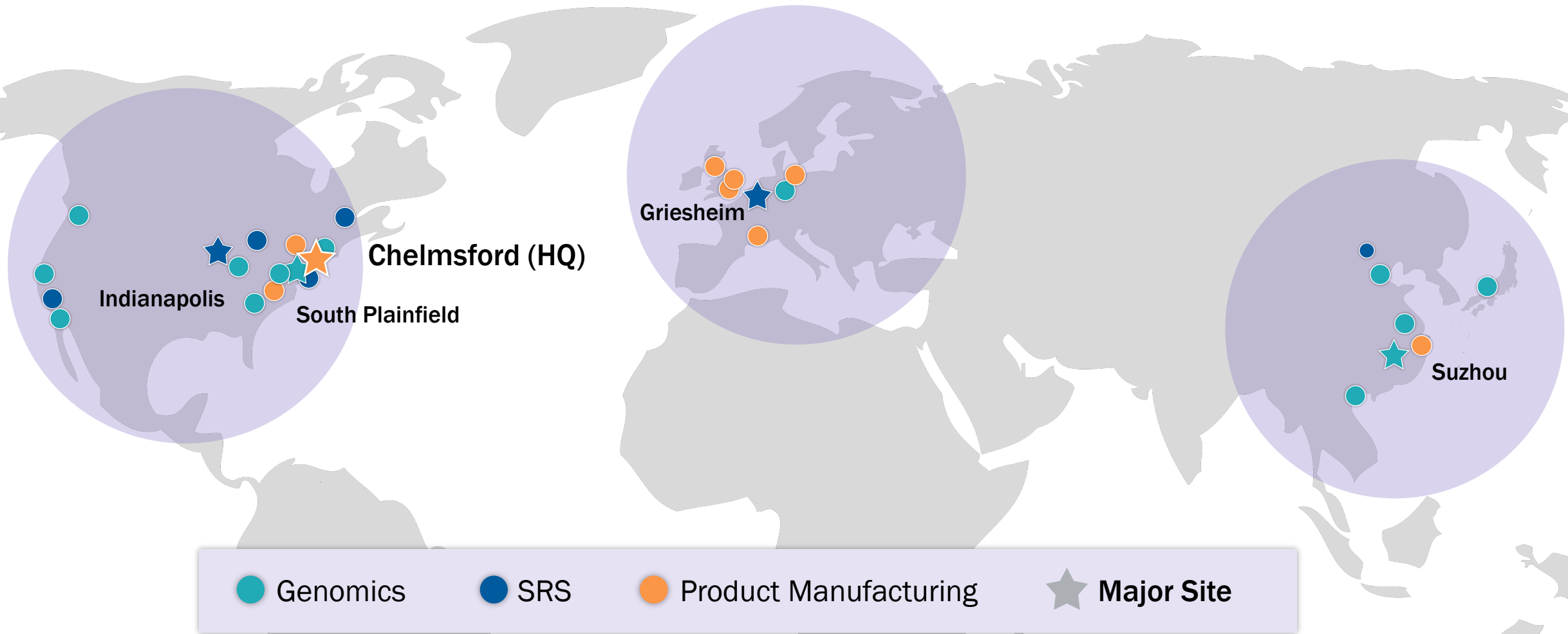


Academic / Government



* Based on management's internal estimates

Well-Positioned in Key Global Life Science Markets



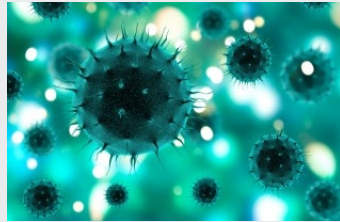
High Impact Innovations from Azenta

Antibody Therapeutics



- Single-cell antibody discovery platform
- Synthetic DNA libraries for lead optimization

Cell & Gene Therapy



- Automated cryogenic storage
- Proprietary AAV sequencing protocols (AAV-ITR & NGS whole genome seq)

High-throughput Screening



- Automation-friendly consumables & instruments
- Proprietary high-throughput NGS screens, RNA-seq & WGS

Vaccine Development



- Expedited DNA synthesis & libraries
- Clinical trials sample collection & management

*Discover,
develop
and deliver
faster*

An Integrated Commercial Approach. Accelerating Growth.



Building on a strong foundation

Integrated go-to-market model

Accelerating growth strategy

Our New Go-to-Market Model, One Unified Approach

New Life Science Brand



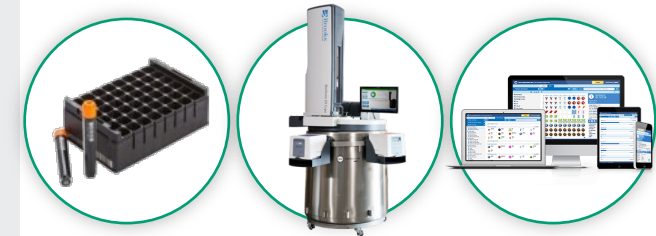
- Strong value proposition
- Strategic focus
- Advanced therapeutics

Commercial Acceleration



- Consolidated customer-centric approach
- Enterprise strategic accounts
- Geographic expansion
– China, APAC, EMEA

Unique Value Proposition



- Integrated Life Sciences Sample Exploration and Management Solutions
- Informatics and digital capabilities
- Integrated workflow solutions serving novel modularities

Commercial Organization Transformation

Prior

Go-to-Market

- Many brand names
- Strong but disjointed

Sales

- Technology specific
- Regional key accounts

Marketing

- Downstream execution
- De-centralized by business

Commercial Excellence

- Transactional
- Disjointed processes

New Azenta Model

- Clear value proposition under one brand name
- Integrated portfolio

- Cross-trained to sell entire portfolio
- Enterprise selling approach

- Integrated and centralized
- Modernized with digital automation

- Customer centric streamlined process
- Management by KPI discipline

An Integrated Commercial Approach. Accelerating Growth.



Building on a strong foundation

Integrated Go-to-market model

Accelerating growth strategy

Our Growth Strategies

1

**Customer-centric
commercial model**



2

**Solution-based
approach**



3

**Geographic
expansion**



Deepening Client Relationships with New Customer-Centric Commercial Model

Customer Segments



Corporate Accounts

- Strategic global accounts
- Enterprise level partnership



Account Management Team

- Regionally integrated go-to-market coverage
- Streamlined sales support and specialist teams



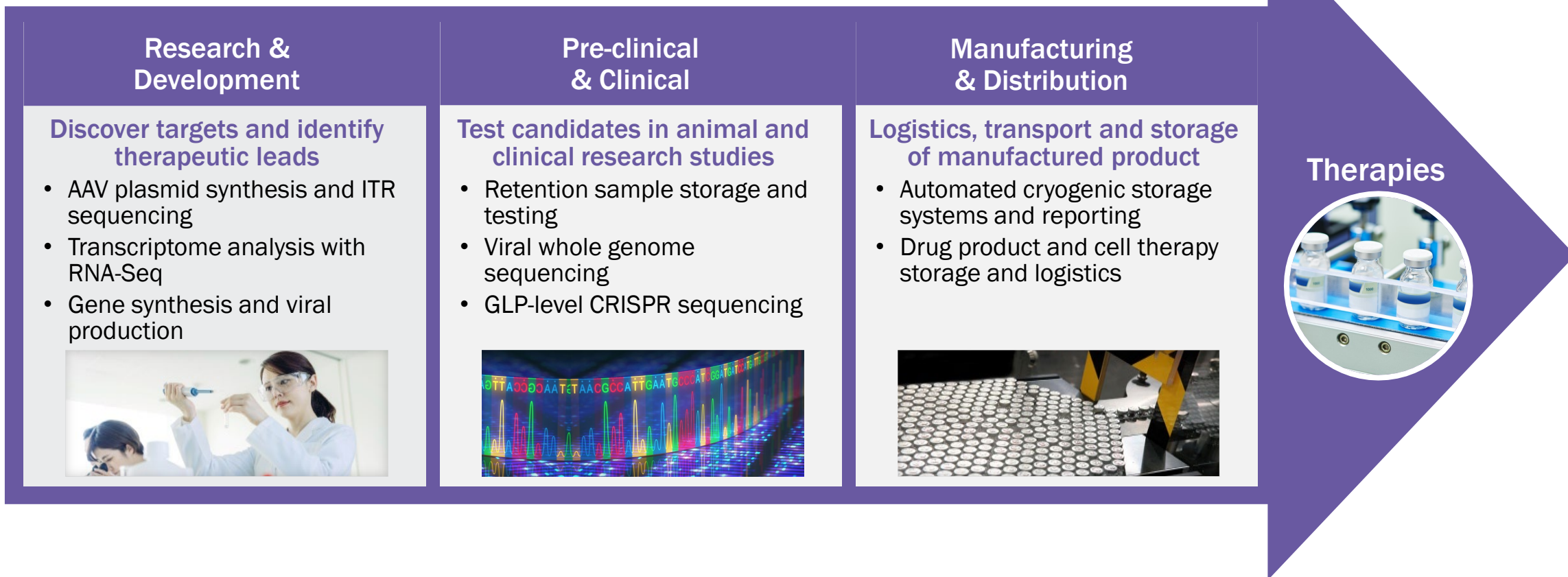
Multi-Channels Strategy

- Transactional sales with inside sales and e-channel
- Extend market reach through channel expansion and digital



Broadest Capability Set – Solutions at Every Phase of Development

Cell and Gene Therapy (C>) Example:



Azenta provides advanced, agile technology to enable validation, optimization and production scale-up

Significant Investment to Expand Market Reach

North America



- KOL strategic partnership
- Growth segments focus

EMEA



- Accelerate market reach
- Penetrate industry segments

Asia Pacific



- Expand channel network
- Strategic customer segmentation focus



A New Integrated Playbook. Accelerating Growth



Strategic investment in high growth segments



New integrated commercial approach



Strong regional focus with expanded market reach

