



ellab

**Compliance
Partner
Pyramid**

Our Journey



Anchoring

From standalone entities to one global company

- We're **unifying Ellab** behind one brand, one narrative, one look and feel, and a shared purpose.
- We're **bringing the totality of our offerings together** as “compliance solutions”, leaving our fragmented approach behind – defining offerings that combine validation, monitoring, and calibration.



Evolving

Becoming a global end-to-end life science compliance partner

- Becoming a global partner means we can **support global customers world-wide**.
- With one global partner, you can **reduce vendor complexity**. Less time and money spent coordinating. More consistency.
- We want to ensure **seamless project transitions** from early stage to ongoing compliance and **stay on-site with our customers**.
- **We support the full production and process life cycle** – from design and development to continuous process verification, and decommissioning.
- We offer **a unique combination of validation, monitoring, and calibration solutions** that cover all applications and stages of production – consistently across the globe.
- **We scale people and equipment to match customer needs**, conducting tasks in parallel to reduce downtime.
- **We have flexible delivery methods to fit situational needs**. Purchase, rent, or lease equipment, hire full- or part-time residents, and utilize expert consultants and project managers.

Pyramid Purpose

What is it for?

The Compliance Partner Pyramid is **Ellab's communication hierarchy**.

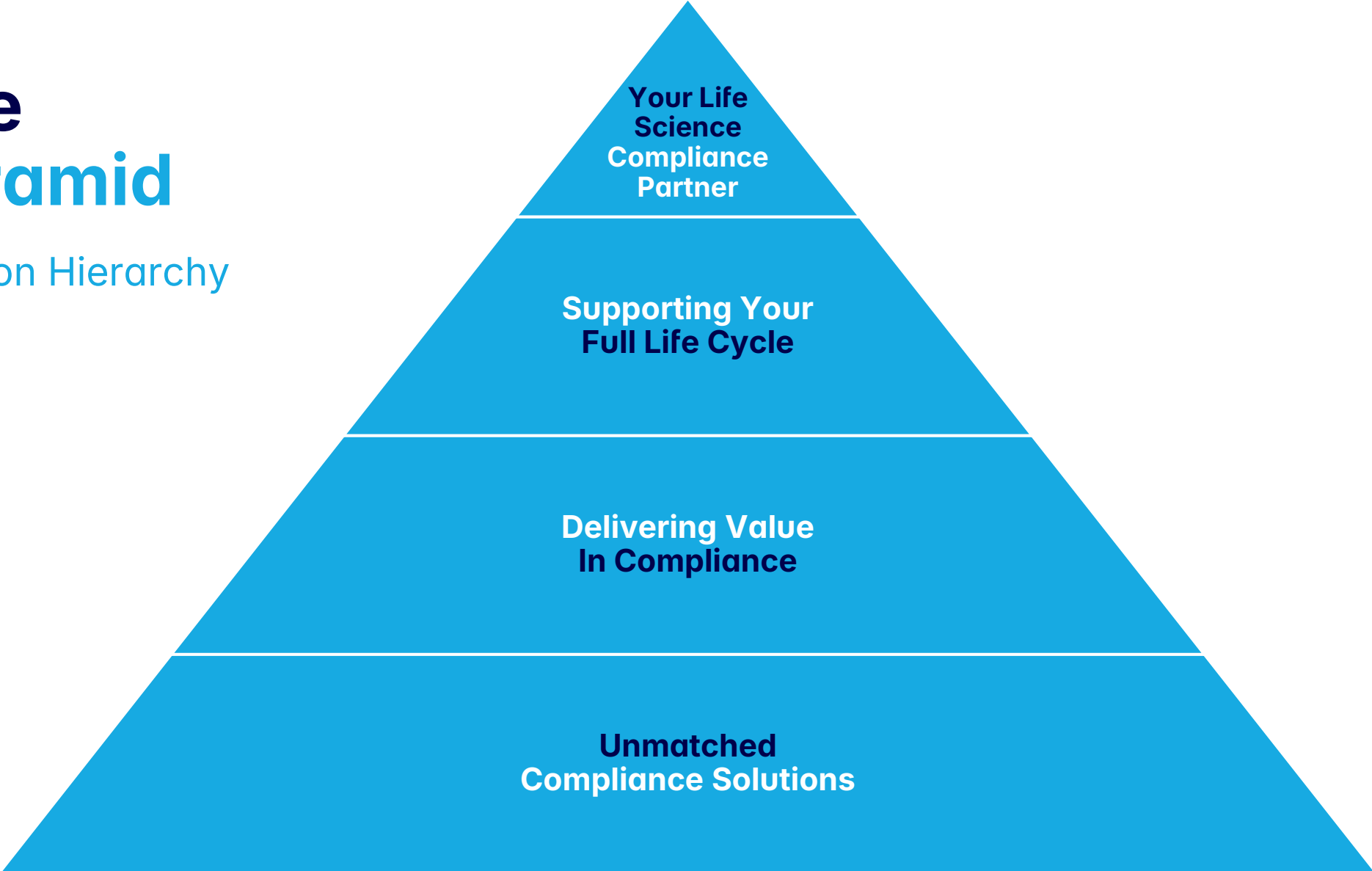
It's an **internal** document intended to showcase how we unfold the Ellab narrative and **dial it up and down** depending on the target audience.

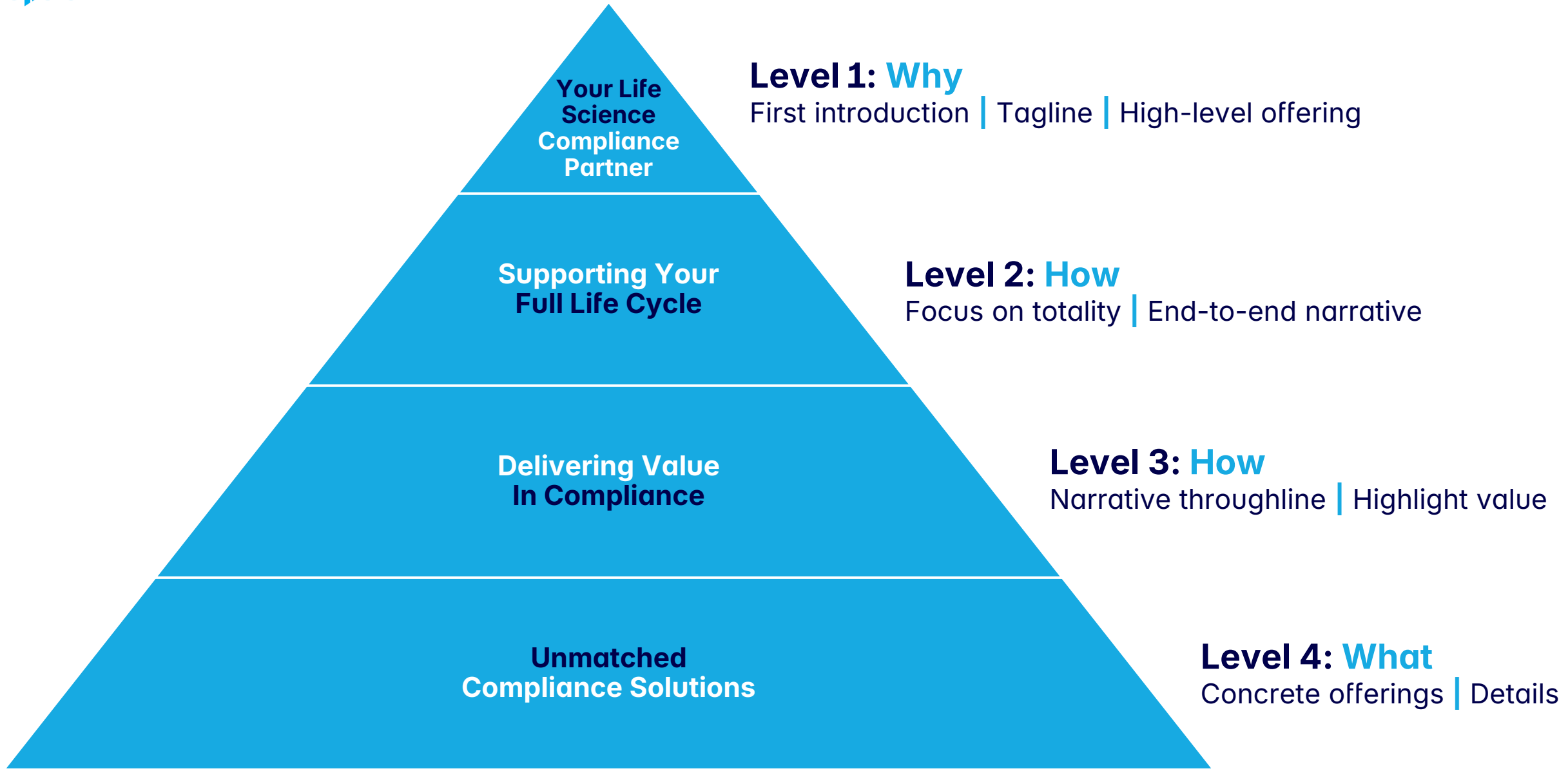
Each level of the pyramid covers what that part of the narrative means, how it adds value, how we use it, and what tools we have to support it.

Together, the levels represent the **ideal flow of communication**.

Compliance Partner Pyramid

Ellab's Communication Hierarchy





Ellab’s
Communication
Hierarchy
In Practice

Level 1: Blue
First Glance

Level 2: Green
Moving / Captivating

Level 3: Yellow
The reason "why"

Level 4: Raspberry
Details / Exploratory



Balance Your Communication

Adjust your focus depending on who you're communicating to

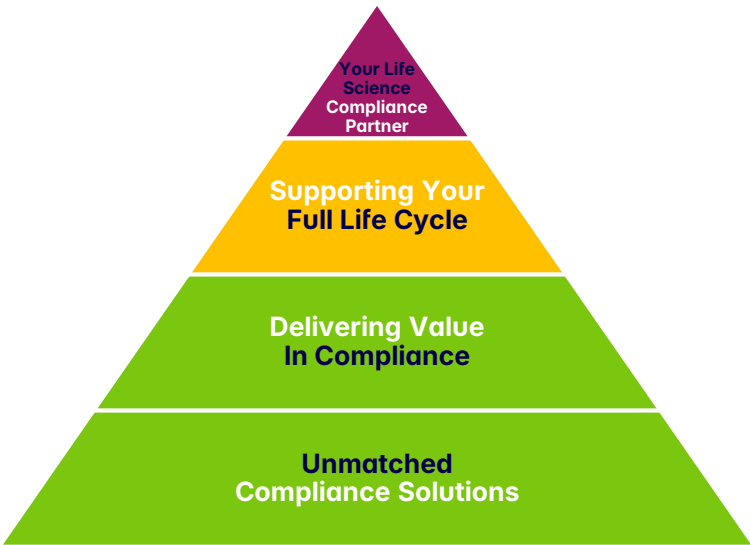
1. Executives

C-Levels, Directors,
Department Heads



2. Managers

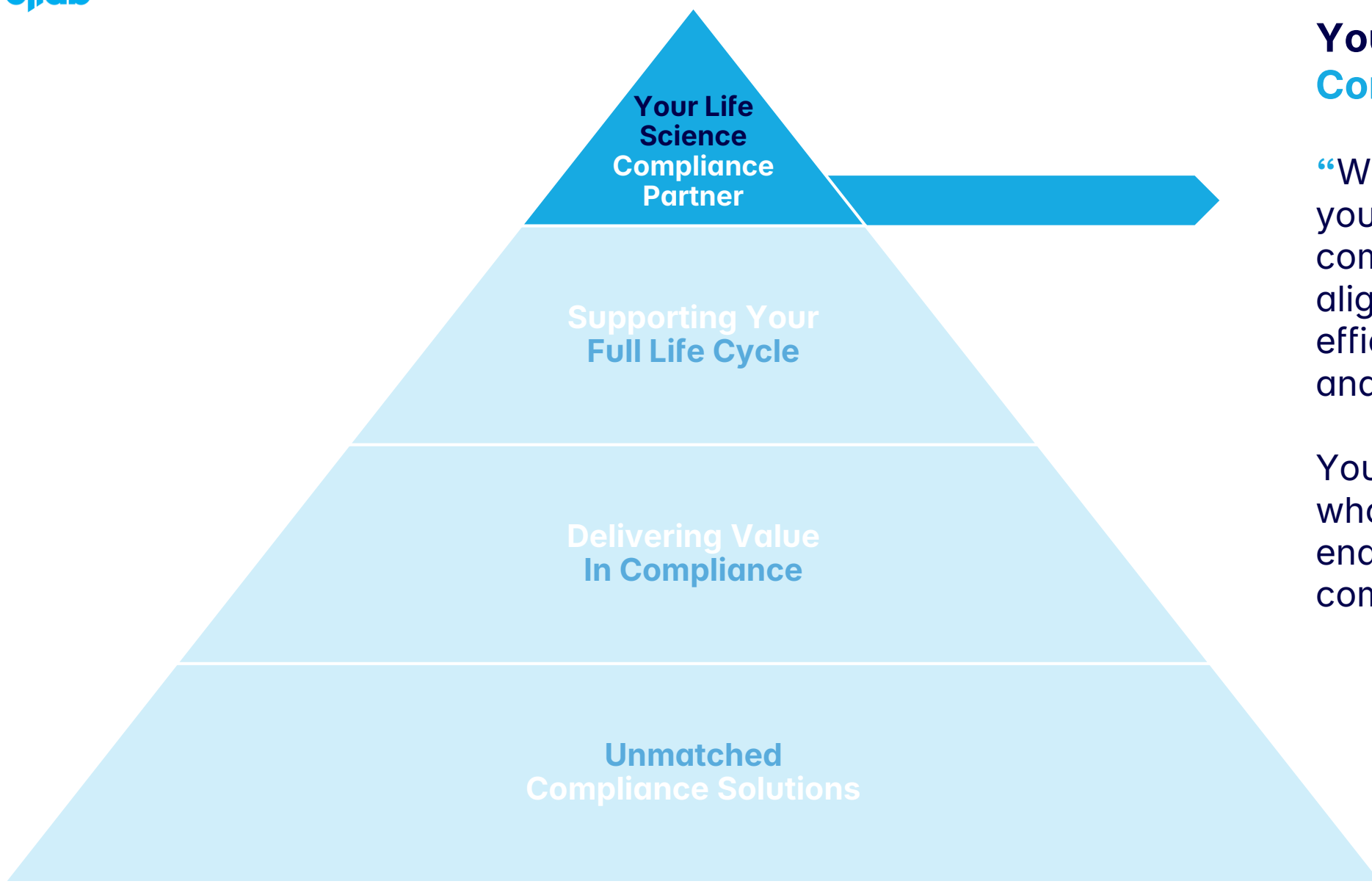
PMs, Team Leads,
Managers



3. Experts

Specialists, Engineers,
Technicians





Your Life Science Compliance Partner

“With **one trusted partner** - you can eliminate vendor complexity, achieve global alignment, and enhance efficiency in your projects and daily operations.

You gain a **strategic ally** who takes responsibility and enables **long-term** compliance.”

One compliance partner.
Zero hassle.

Your Life Science Compliance Partner

How we add value

- We embed compliance into your projects and daily operations through **validation, monitoring, and calibration**, reducing disruptions, freeing up your internal teams, and keeping you consistently audit-ready.
- With one global partner, you can **reduce vendor complexity**. Less time and money spent coordinating. More consistency.
- A long-term partnership enables a global strategy and **removes the need for repetitive onboarding and training** of new providers and staff.
- **Seamless transition** from early-stage project to daily operations, facilitating a continuously validated state.
- We support you in achieving and maintaining conditions required by norms and regulations like **FDA, GMP, ISO, and GAMP 5**.

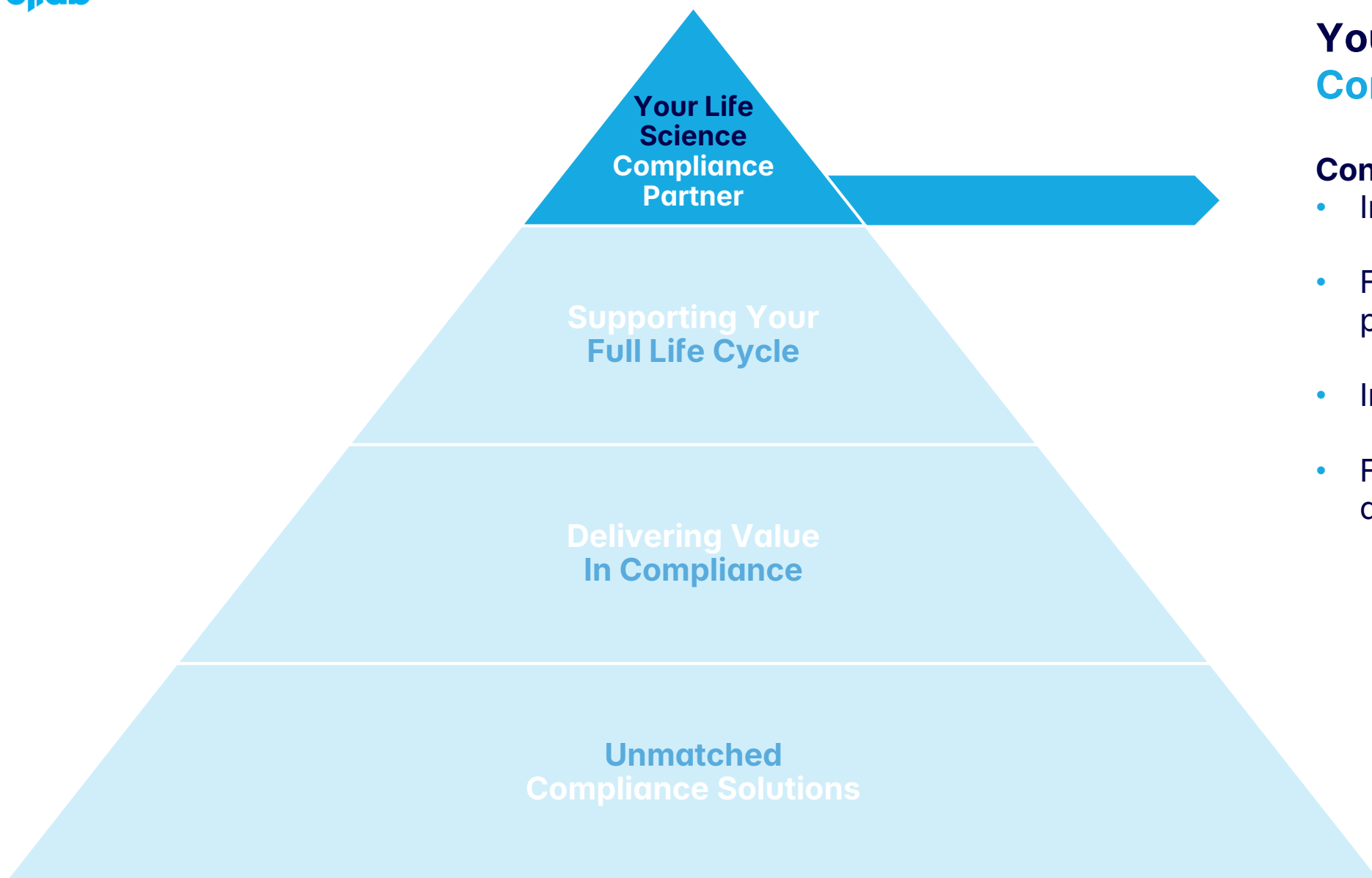


Your Life Science Compliance Partner

How we communicate it

- **Top level** communication (front page, titles, etc.)
- First **introduction to core offerings** (validation, monitoring, and calibration).
- Support the logo and tagline by giving a **fly-in to our offerings**.
- Should **always** be mentioned to showcase our total reach.



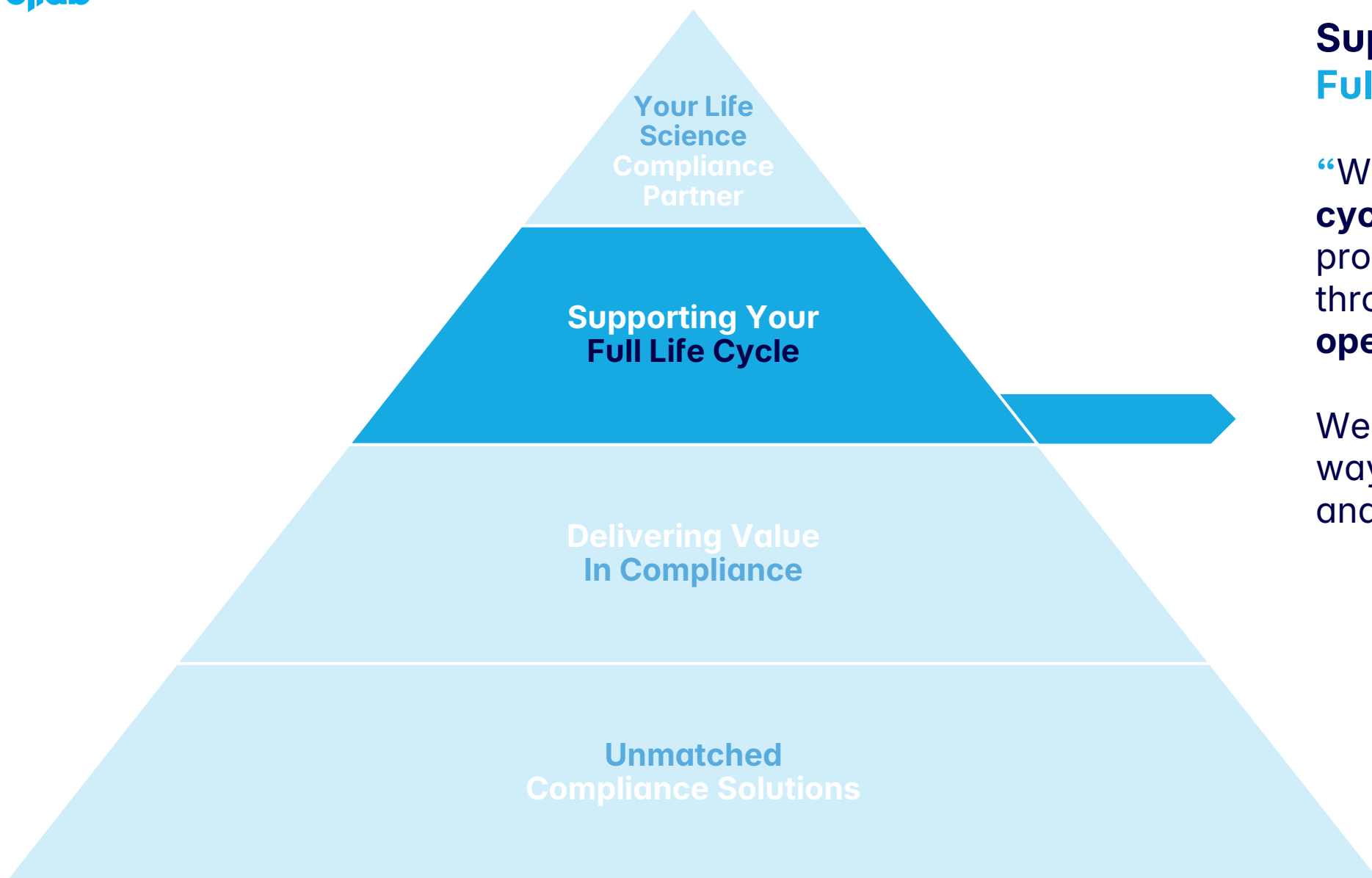


Your Life Science Compliance Partner

Conclusion

- Introduction to Ellab.
- Focus on long-term partnerships
- Include high-level offerings.
- Foundation for how we think, act, and communicate.

**One compliance partner.
Zero hassle.**



Supporting Your Full Life Cycle

“We support your **full life cycle** from concept to production whether it’s through **projects or daily operations**. ”

We’re here every step of the way — ensuring compliance and **minimizing downtime.**”

End-to-end compliance begins with us

Supporting Your Full Life Cycle

How we add value

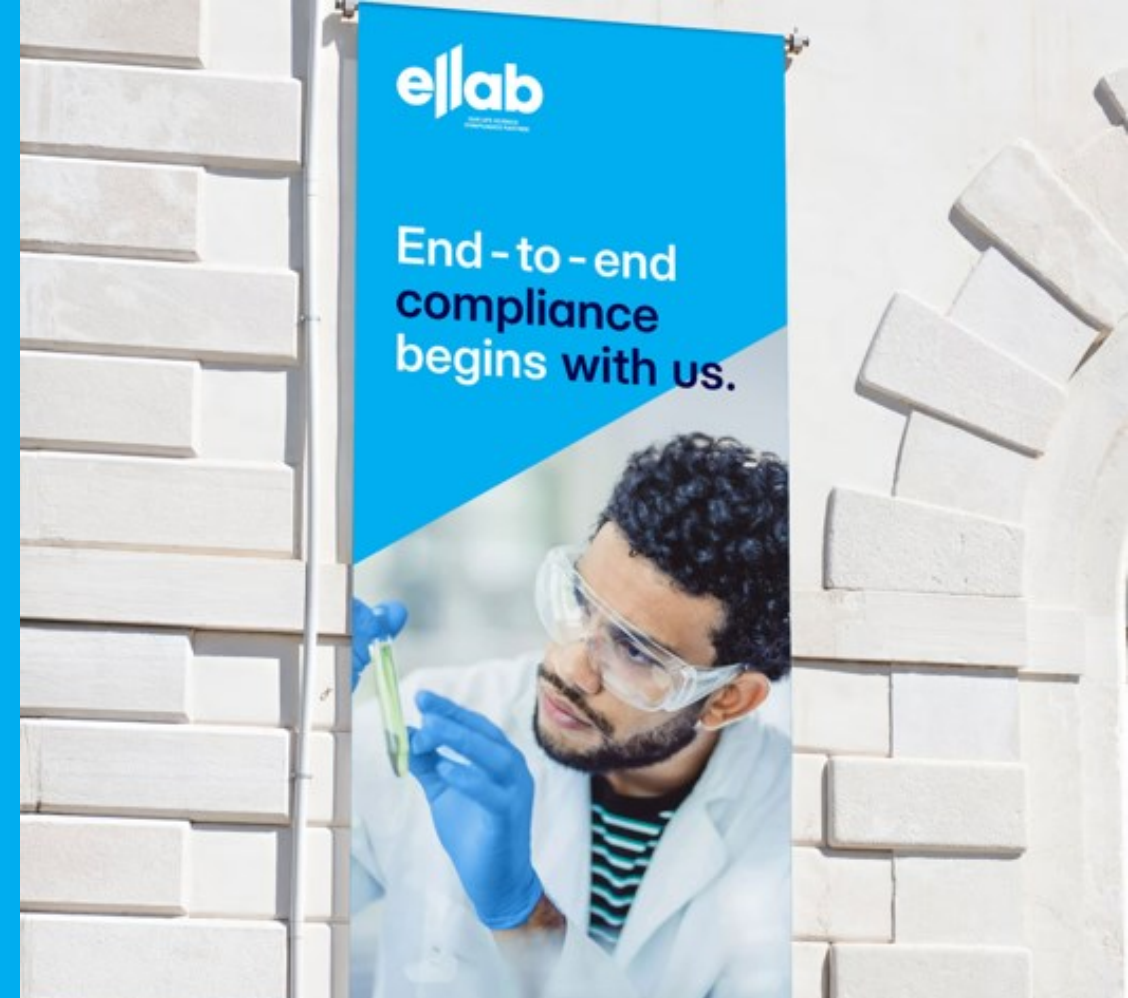
- We support the **full production and process life cycle** – from URS and qualification to requalification and continuous compliance – so you can reduce complexities and enhance efficiency across your processes.
- Local validation and calibration teams are ready **wherever and whenever you need them** – powered by a global engine for consistent and flexible delivery.
- We scale people and equipment to **match your needs**, conducting tasks in parallel to reduce downtime and accelerate turnaround.
- You get a unified approach with standardized methods, tools, and documentation – **tailored to your SOPs** and deployed globally.



Supporting Your Full Life Cycle

How we communicate it

- Position compliance as a **competitive advantage**.
- Focus on the **holistic approach**, we're a long-term partner with service level agreements covering their entire life cycle.
- Talk broader, we're not just addressing engineers or technicians here, but **leadership** and **decision makers**.
- Focus on benefits **leadership** and **decision makers** can **understand**, like reducing downtime or minimizing risks.
- Speak to the **entire life cycle**, not just compliance in a single point in time.



Treat compliance like a ☒ checkbox, and it'll hold you back.

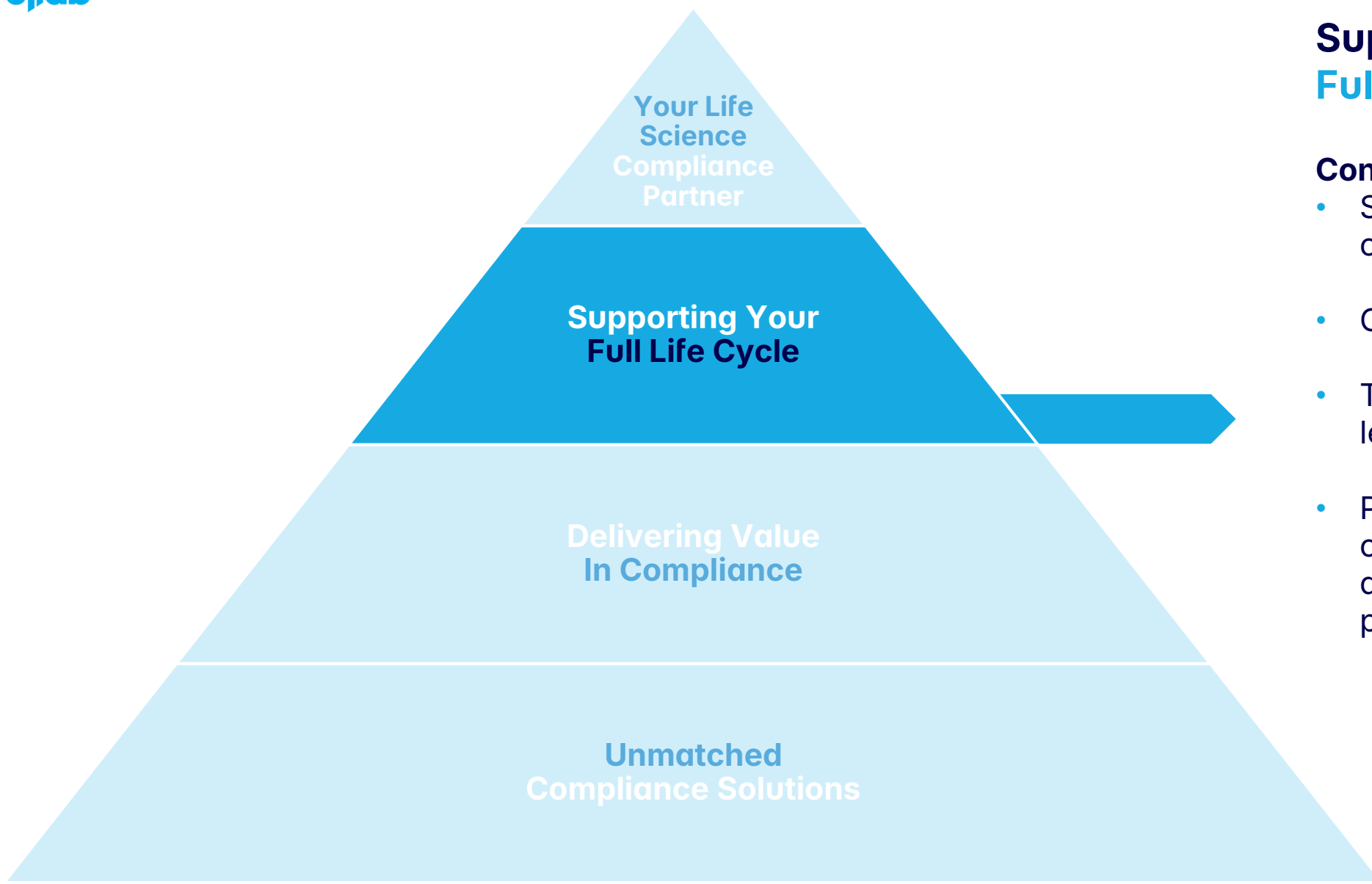
Treat it like an advantage, and it'll push you ahead.

How many vendors does your compliance rely on?

If you've lost count, you might also be losing time, money – and control.

Life Cycle Matrix

	Design & development	Qualification	Continuous process verification	Decommissioning
Validation	✓	✓	✓	✓
Monitoring	✓	✓	✓	✓
Calibration		✓	✓	✓

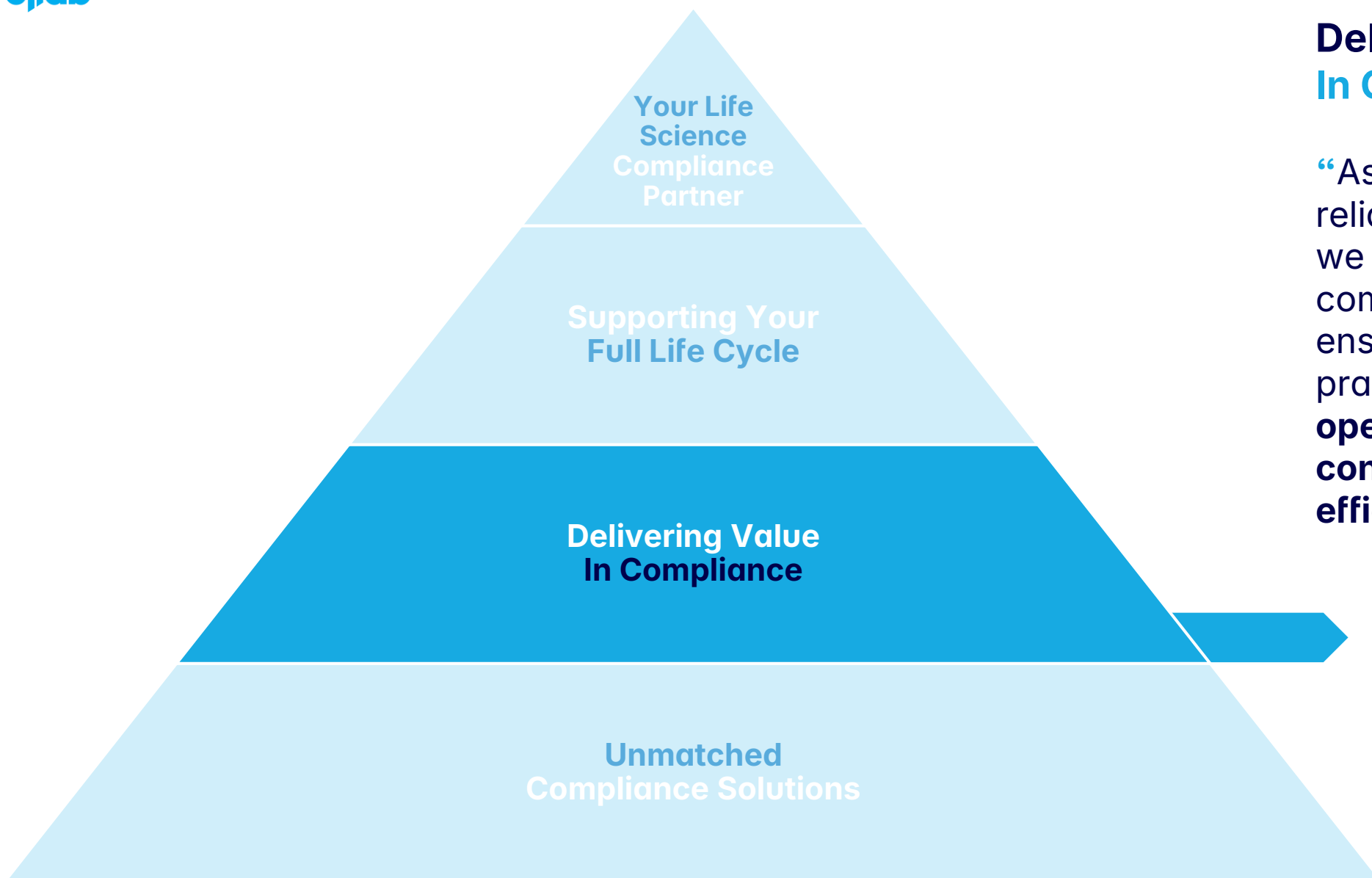


Supporting Your Full Life Cycle

Conclusion

- Showcase reach of capabilities.
- Compliance is an advantage.
- Talk broader and to high-level advantages.
- Present the totality of our offering before zooming in on a particular service or product.

**End-to-end compliance
begins with us**



Delivering Value In Compliance

“As an innovative and reliable end-to-end partner, we deliver integrated compliance solutions that ensure industry best practices to **manage operational risks, improve control, and enhance efficiency.**”

We lighten the
compliance burden

Delivering Value In Compliance

How we add value

- We support your **full production process** – from development to daily operations – with time-saving validation, monitoring, and calibration solutions across your critical assets.
- With automated documentation, validated software, and on-site experts, we help you **stay audit-ready** in your daily operations.
- Our blend of GxP experts, technology, and scalable services enables **faster execution, smoother handovers, and consistent compliance**.
- We don't just follow regulatory trends – we help shape them, bringing you early insights and forward-thinking practices that **strengthen compliance** and **future-proof your operations**.



Delivering Value In Compliance

How we communicate it

- Use **value statements** to unfold the narrative, delving into what partnering with us looks like (more uptime, lower risk, streamlined processes).
- Should **always** be present as the throughline in our narrative.
- Keep a **balance** between value and features. Hook with values, prove your point with features/proof points.
- Elaborate on value statements - **what and how** do they address pains or needs.



Value Toolset

Promise

Principles

Value Statements

Promise

Together we master life - science compliance

At ELLAB, we're more than than a service provider, we're your dedicated partner in mastering life - science compliance.

With global expertise and local reach, we deliver tailored solutions that ensure consistent support across sites and markets—protecting your products and accelerating your path to success.



We Deliver End-To-End Compliance.

The most effective way to ensure compliance is by supporting your full life cycle, from projects to daily operations.



We Enable All-Time Audit Readiness.

We establish solutions that provide visibility across all processes, helping you maintain awareness of your compliance status every day, at any time.



We Unite Equipment, Expertise, And Services.

We are the only company offering both equipment and dedicated expert services within validation, monitoring, and calibration.



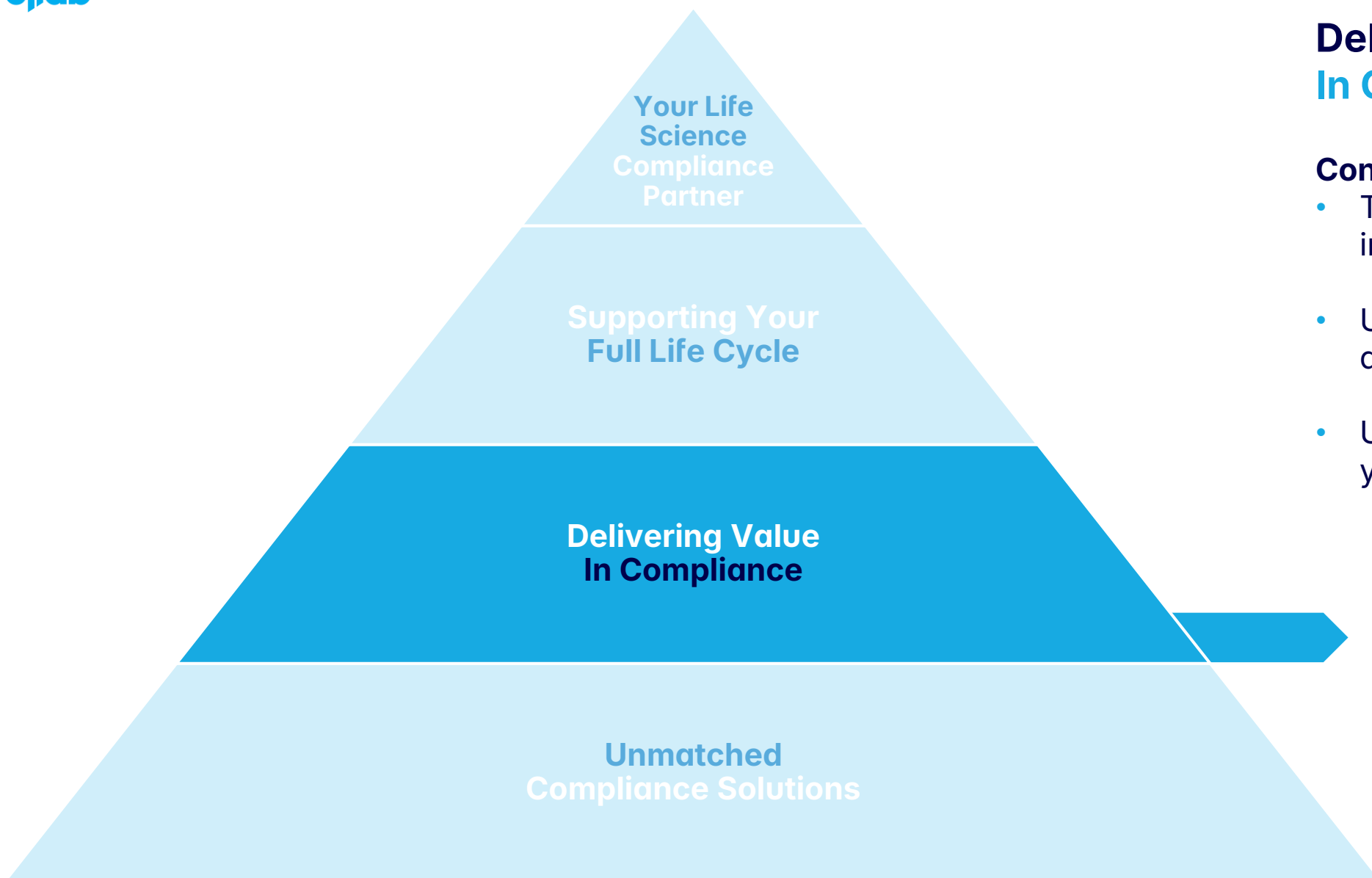
We Shape Industry Standards.

We deliver best-in-class compliance solutions leveraging our combined experience within our hardware, software and services to drive progress and set new benchmarks.

- ✓ You receive support throughout **your full life cycle.**
- ✓ We **master** life science compliance, **together**
- ✓ Your **goals and success** are our commitment.
- ✓ Your **end-to-end** compliance needs are covered.
- ✓ Solutions are tailored to your needs and requirements.
- ✓ We **lighten** your compliance burden

Theme Proof Points

	Enhance Efficiency	Improve Control & Predictability	Manage Operational Risks
A single partner for all your compliance needs	Reduced handovers, fewer vendors, streamlined delivery – one partner.	Integrated and consistent systems and documentation enable better control, oversight, and fewer gaps in compliance.	One accountable partner reduces misalignment and risk across operations.
Supporting your full life cycle	Flexible delivery models suited for fast ramp-up or sustained daily support.	Maintain ongoing control with continuous data, requalification, and validation updates.	Ensures regulatory readiness at every life cycle stage – no phase is left vulnerable.
Combining equipment, expertise, and services	Global ready-to-deploy experts and validation/calibration equipment fleet.	Expert-led services and reliable equipment ensure traceability, audit trails, and real-time decision-making.	A holistic approach ensures nothing falls between the cracks.
Global expertise with local reach	Deploy teams and solutions where and when needed – across geographies, without delay.	Site-to-site consistency through harmonized protocols and cross-border compliance experience.	Reduces compliance inconsistencies across global operations, supported by local knowledge of regional regulations.
Shaping industry standards	Benefit from continuously evolving best practices that improve operational workflows.	Get ahead of compliance trends with systems built around global regulatory expectations.	Stay compliant as regulations change with a partner contributing to and applying industry standards daily.
All-time audit readiness	Streamlined protocols and reports minimize time spent preparing for audits.	Digital traceability and compliant documentation ensure inspection-readiness at all times.	Reduces compliance risks by enabling proactive issue identification and documentation gaps.
Tailored solutions, built around your needs	From daily operations to large-scale rollouts – we scale people and equipment to match your needs without delay.	Solutions flexible to local protocols, site configurations, and evolving regulatory requirements.	Minimizes risk of misalignment by adapting to each facility’s operations and SOPs.

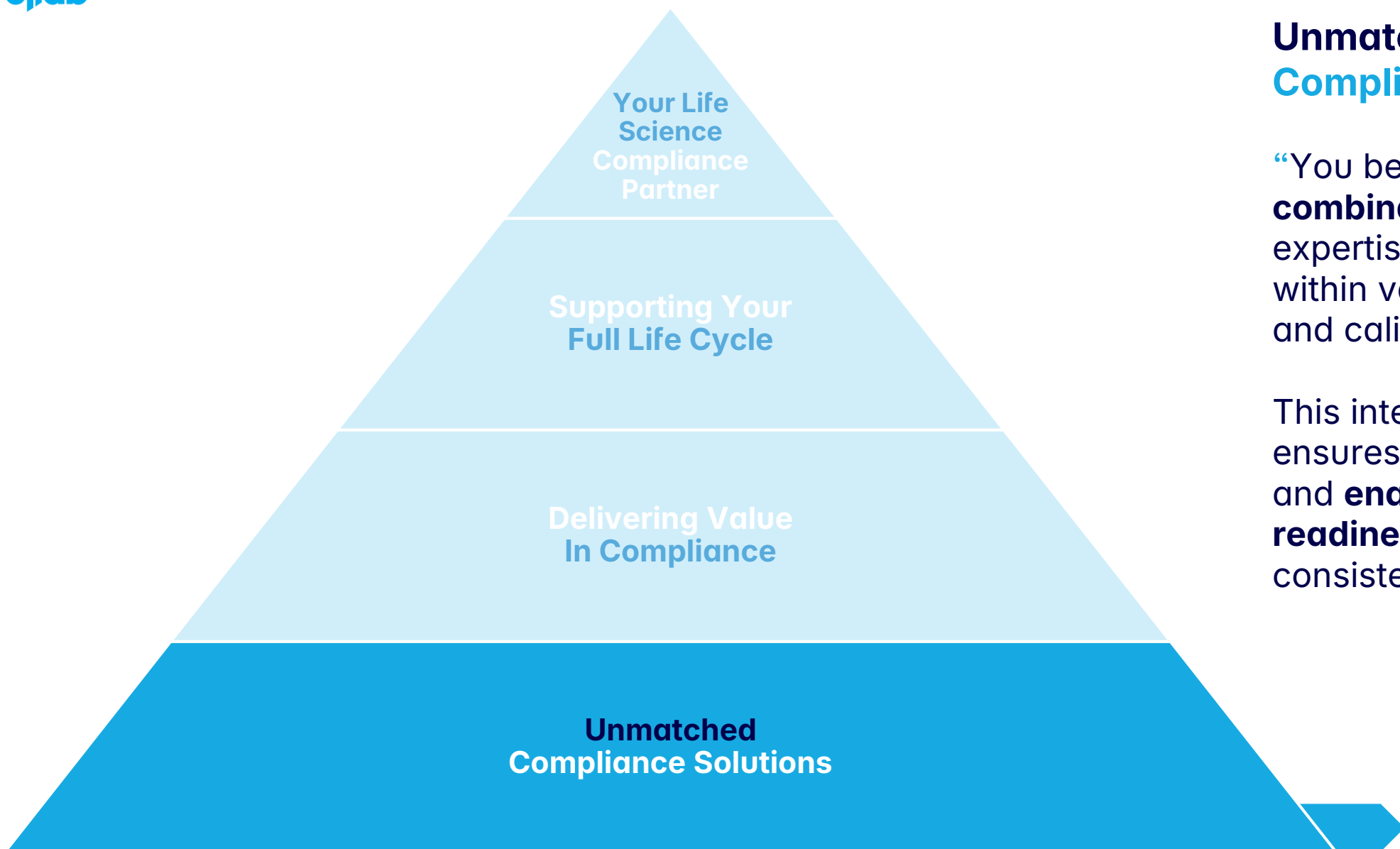


Delivering Value In Compliance

Conclusion

- The **throughline** and themes in our communications.
- Use to **unfold** our narrative and **set up** other content.
- Use **proof points** to support your value statements.

We lighten the compliance burden



Unmatched Compliance Solutions

“You benefit from a **unique combination** of equipment, expertise, and services within validation, monitoring, and calibration.

This integrated approach ensures **reduced downtime** and **enables audit readiness** – globally and consistently.”

Compliance solutions tailored to your needs

Unmatched Compliance Solutions

How we add value

- A **unique combination** of validation, monitoring, and calibration solutions that cover all applications and stages of your production – **consistently across the globe**.
- **Unlimited access** to equipment fleet, allowing for simultaneous studies and faster turnaround times.
- We have **flexible delivery methods** to fit situational needs. Purchase, rent, or lease equipment, hire full- or part-time residents, and utilize expert consultants and project managers across operations.
- Traceable and **ISO 17025** accredited services, and solutions developed in accordance with **FDA** and **GAMP 5** – supported by a GMS system to handle any deviations.



Unmatched Compliance Solutions

How we communicate it

- Expand on our offering, going into **specific product lines** and **services**.
- Include the **value** of the offering – highlight what’s in it for them.
- **Support** with relevant services, features, and specifications.
- Highlight that we’re **global**, **produce/use our own equipment**, and **reduce downtime**.



Validation Solutions

Accurately measure and safeguard your processes with confidence: our validation solutions combine cutting-edge technology and tailored CQV services to maintain regulatory compliance, reduce risk, and optimize operational efficiency.



GMP Consulting and Sparring
We offer expert GMP consulting, guiding you on everything from equipment selection to preventative measures with broad capabilities.



Process Engineering
Our experts stand ready to support your production and development needs: from planning and execution to delivering full or partial solutions and comprehensive reports.



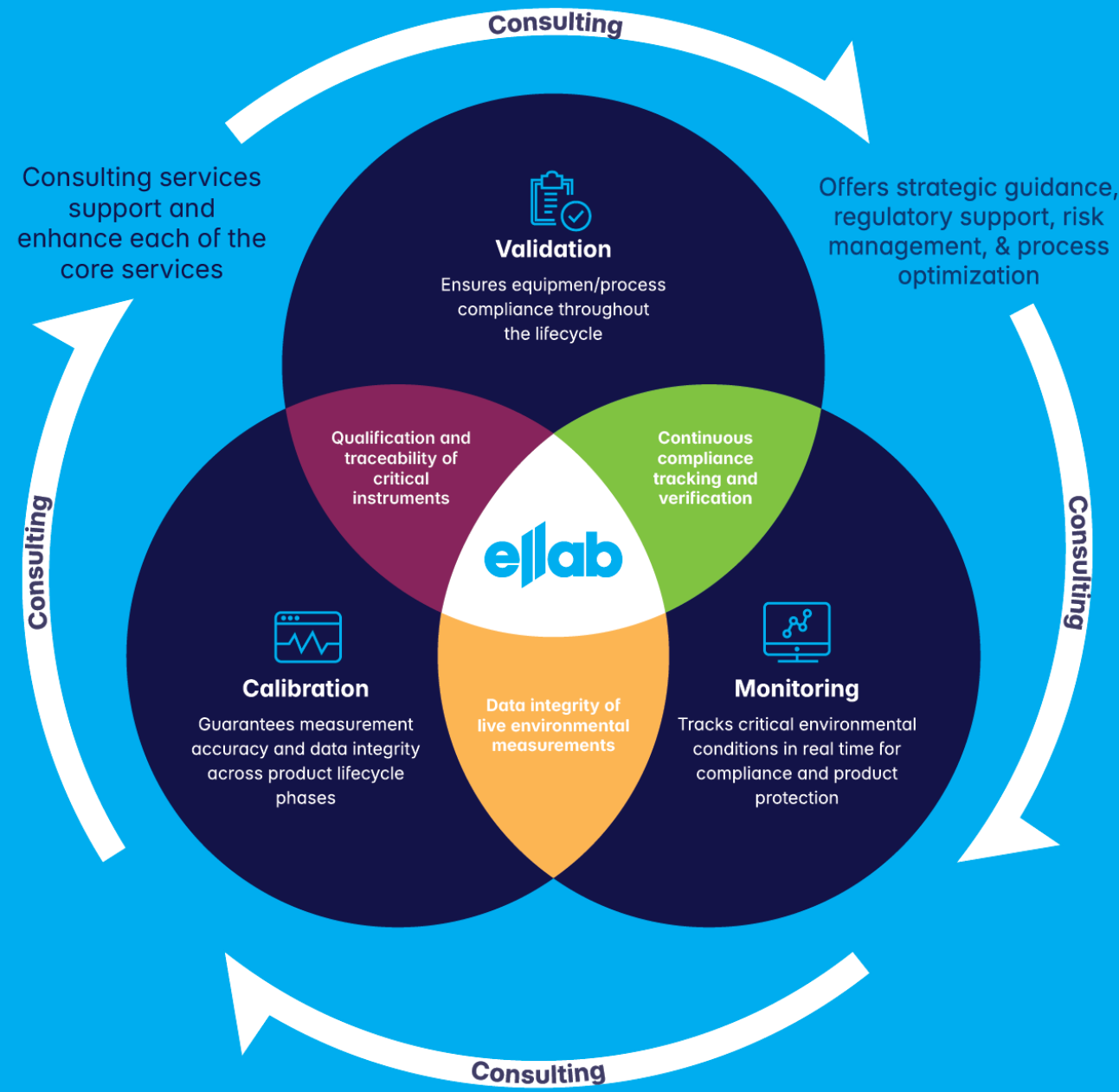
Project Management
Eliminate deviations and optimize your processes with a dedicated expert and ensure an efficient flow of tasks and significant results.



Calibration Solutions

Ensure the precision and reliability of your equipment with our industry-leading calibration solutions. Stay compliant, and reduce your time-to-market and risk of product loss calibrating your equipment in our global network of laboratory and on-site calibration.

Complete Compliance Solutions

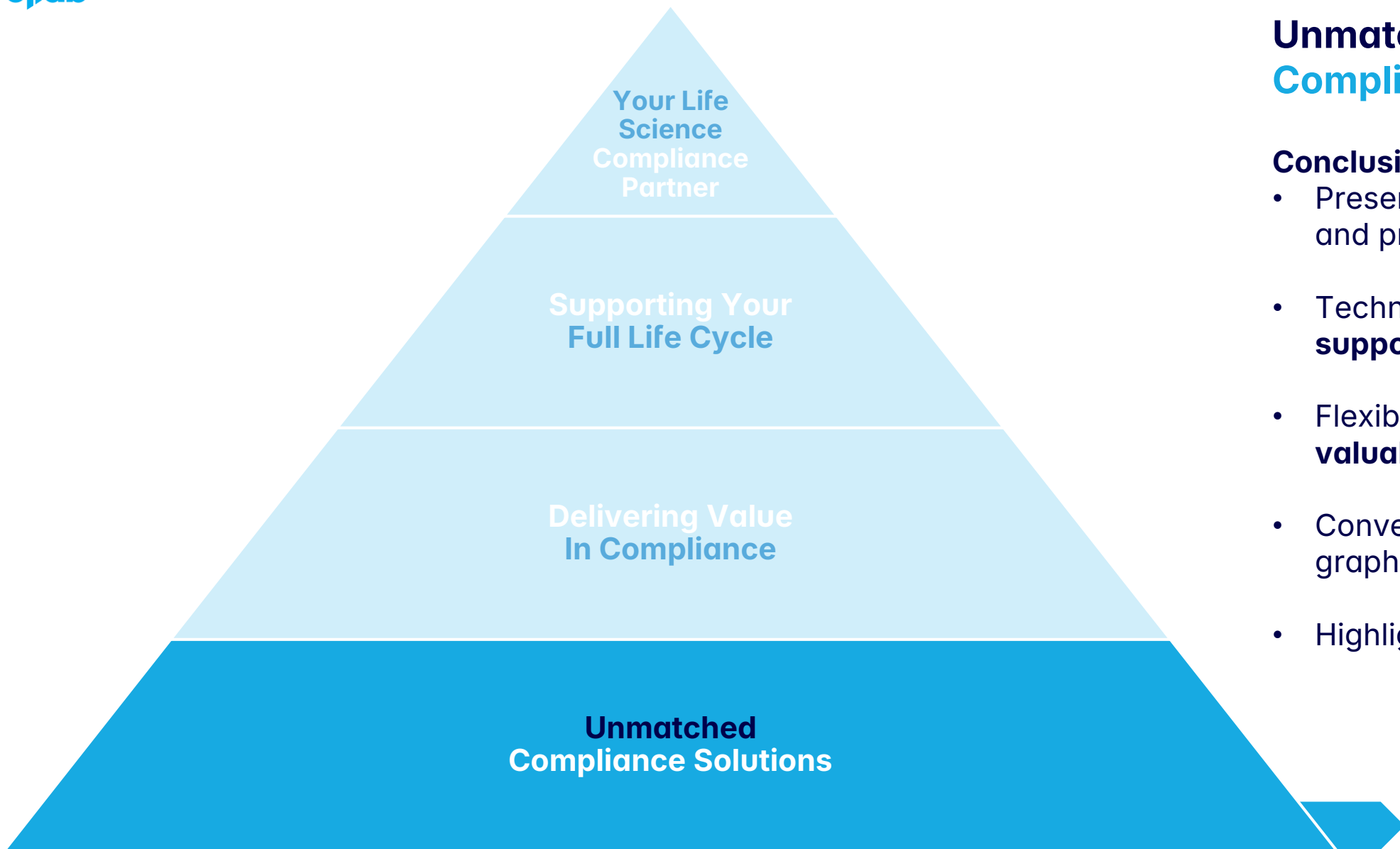


Compliance Solutions for Your Full Life Cycle



Flexible Delivery Methods

	Validation	Monitoring	Calibration
Purchase/Rent/ Lease Equipment	✓	✓	✓
Consulting & Engineering	✓	✓	✓
Managed Services	✓	✓	✓
On-Site or In-Lab Calibration	✓	✓	✓
Staffing/Residency	✓		✓



Unmatched Compliance Solutions

Conclusion

- Present **individual** services and products.
- Technical is okay, but **support with value**.
- Flexible delivery methods is **valuable**.
- Convey **totality** through graphics.
- Highlight **reduced downtime**.

Compliance Partner Pyramid

Ellab's Communication Hierarchy

