

ELLAB - IDENTITY & BRAND PROJECT

Ellab brand & identity project

Identity Compass, Positioning, Value
Proposition, ToV & Key Messages

Identity Compass

Ellab's Identity Compass

BUSINESS TARGET
3x2023 revenue
DKK 3 billion by 2028



We can't change things on our own - but we can do it together.

As one global Ellab, with our customers and partners - and within the industry.

We are on a constant journey... that never ends

Together for a healthier tomorrow

We only have one planet
- and one tomorrow

The reason we exist, to contribute to a tomorrow that is better and healthier than today.
From innovating the industry, creating value for our customers to our focus on sustainability initiatives.

Helping our customers navigate regulatory requirements and standards effectively and maintain compliance throughout their operations.

Ensuring their products' and processes' quality and safety.

Compliance Solutions

Our solutions consist of a customised mix of equipment, services, and expertise within validation, calibration & monitoring.

MEANING OF THE HOW

Innovate the Industry

Innovation runs deep in Ellab's DNA. Ever since entrepreneur Leo Nielsen founded the company in 1949, our dedication to developing high-quality equipment and service for the pharmaceutical industry has remained unwavering. Together, and through our solutions, we have insisted on keeping people safe.

Today is no different. We are committed to leading industry change and consistently raising the bar.

With a relentless focus on innovation and the end user in mind, we will continue improving in all aspects. From helping the life science industry meet its ambitions and compliance goals to keep improving on our sustainable initiatives. From minor incremental adjustments to real impact, transforming the way our industry approaches compliance solutions.

MEANING OF THE HOW

Value through Customer Centricity

Our commitment to delivering value through customer-centricity is ingrained in everything we do. Since the very beginning, we have prioritized quality, ensuring that every solution we offer meets the highest standards of excellence.

We value our partnerships. We go all the way to understand our customers' businesses, needs, and challenges. Our global **expertise and local reach** enable us to collaborate closely and address our customers' most pressing concerns and future opportunities, built on lasting trust.

We are dedicated to providing unparalleled support and expertise, ensuring our customers always feel confident in their choices. We are not just a supplier but a vibrantly engaged partner in our customers' success.

MEANING OF THE HOW

One Global Ellab

We embody the spirit of One Global Ellab - a progressive and dynamic force united as one team. We foster an environment of mutual respect, and immediate trust where everyone contributes to our collective success.

As Ellabers, we work towards our shared goals and customers' success, leveraging the diverse expertise and experiences within our team. Collaboration is at the heart of everything we do, driving innovation and excellence in every aspect of our work.

Everyone plays a vital role in fulfilling our purpose and ultimately keeping people safe. This means that all ideas can have equal potential, and in our informal working culture, “the door is always open.” Every day, we work to improve equal opportunities, anti-discrimination, good employee health, and much more - all while enjoying our work life - as it is a part of our lives.

We are committed to including and integrating every global team member, recognizing the value of different backgrounds, perspectives, and insights. This way, we harness the power of our collective strengths to overcome challenges and achieve extraordinary results - together.

Ellab's Core Story

Together for a healthier tomorrow

At Ellab, innovation isn't just a fancy word - it's our core DNA. Our journey began in 1949 when the Danish engineer Leo Nielsen founded our company with a vision to revolutionize the food and pharmaceutical industries. Since then, our commitment to developing high-quality solutions has remained unwavering, ensuring a healthier tomorrow.

Today, we partner with our customers in many aspects of compliance equipment, service, and consulting. As we navigate a rapidly evolving landscape, our task remains unchanged: to lead the life science industry change and raise the bar for compliance solutions. With innovation, quality, and sustainability in mind, we continuously strive for improvement, from minor adjustments to high-impact and transformative advancements.

But we cannot do this alone; customer-centricity is at the core of everything we do. Through our high-quality solutions, we meet the highest standards of excellence. We value our partnerships, collaborating closely with our customers to understand their business, unique needs, and challenges and building lasting value and trust every step of the way.

We're not just suppliers but vibrantly engaged partners in our customers' success. And that partnership extends beyond borders. Embracing the spirit of One Global Ellab. Together, we're stronger, more innovative, and better equipped to lead the way forward in our industry.

Positioning

DECIDED STRATEGY

Thought leadership positioning



Thought Leadership as a way to position Ellab

What is thought leadership?

- Thought leadership is particularly suited for B2B companies that **operate in complex market places** where **decisions take considerable time and have multiple stakeholders involved**.
- Thought leadership is when a company/brand is top of mind on a particular topic or theme and is **considered a leading authority** in a specific field or expertise

Specific benefits of thought leadership as a positioning strategy

- Gives clear focus and direction for content management and commercial excellence
- **Allows for flexibility in complex and diverse markets, including pricing**
- Allows companies to get involved earlier in a decision-making process (as an expert on specific themes)

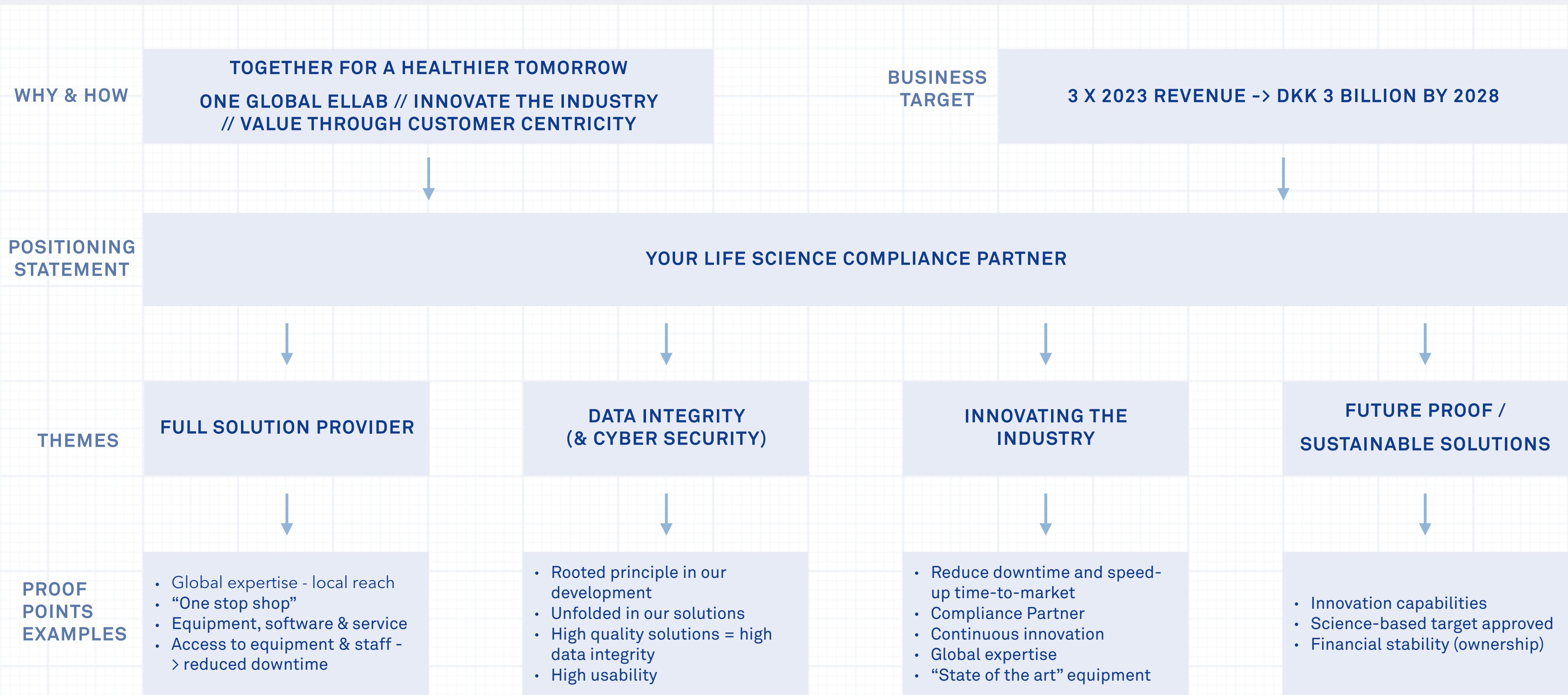
How does thought leadership work?

- Select relevant and credible positioning pillars (main themes) and determine your point of view on these
- Collect and further develop knowledge and competence supporting the selected pillars with specific proof-points
- Introduce a content management strategy to be constantly present on these themes across markets and business lines.

Positioning framework



Identity-based Positioning & thought leadership pillars



Value Proposition

WHAT IS IT AND HOW TO USE IT

Value Proposition

“A value proposition is not a one-time statement that you write and forget. It is a dynamic and flexible concept that should evolve with your market research, customer feedback, and competitive analysis.”

Purpose of a Value Proposition:

- To clearly communicate our unique benefits and value to our customers.
- To help us differentiate from competitors, clarify benefits, engage the target audience, support marketing and sales efforts, and build trust and credibility

Use of the Value Proposition:

- In long form: Website (about section), sales material, brochures etc.
- In short form / key messages derived from Value Prop: Website, social media, Sales presentations etc.

APPROVED BY BOARD

Final Value Proposition

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.

Examples of key messages that can be derived from the overall Value Proposition:

- "As an innovative and reliable end-to-end partner, we deliver comprehensive solutions tailored to meet your compliance needs."
- "We provide integrated compliance solutions that adhere to industry best practices, ensuring your operations remain secure and efficient."
- "Our services help manage operational risks and enhance overall efficiency, supporting your business's success."

Communication & ToV

SHORT FORM TOV

Tone of Voice (ToV)

Empathetic and Collaborative:

Communicate in a tone that shows we genuinely care about our customers' success. Use **inclusive language** to reinforce our commitment to working together for a healthier tomorrow.

Example: "We understand the challenges you face with regulatory compliance, and we are here to support you every step of the way, ensuring reduced complexity and increased control."

Innovative and Forward-Thinking:

Highlight our commitment to innovation and industry leadership. Use **confident and forward-looking language** that showcases our state-of-the-art solutions and continuously improved products and services.

Example: "Leading the way with innovative compliance solutions that set new industry standards."

Reliable and Trustworthy:

Emphasize our dependability and integrity. Use **reassuring language** that builds trust and confidence in our expertise and commitment.

Example: "Count on us to deliver reliable compliance solutions that you can trust."

Customer-Centric and Value-Driven:

Focus on delivering exceptional value and prioritizing customer needs. Use **wording that shows our dedication** to putting clients at the center of everything we do. Focus on all-around efficiency, reduced downtime, control and predictability, sustainable and future-proof solutions.

Example: "Your needs drive our innovations, ensuring we deliver the best compliance solutions for your business. With a focus on maximizing efficiency, minimizing downtime, and providing sustainable, future-proof solutions, we help you achieve control and predictability in your operations."

Global and Unified:

Reflect our global presence and unified approach. Use **wording that conveys our cohesive and comprehensive service across all regions**.

Example: "As one global team with a local foothold, we bring industry-leading compliance solutions to life science companies around the globe."

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Key messages to support the desired position & thought leadership

Key messages to be used in communication across platforms. For example as headlines, image texts on social media, on banners etc.

- Together for a healthier tomorrow
- Your life science compliance partner
- Achieve seamless compliance with our innovative solutions
- Your trusted partner in managing operational risks and enhancing predictability
- Your trusted partner for integrated compliance solutions that drive efficiency
- Minimize downtime and optimize operations for maximum efficiency
- Efficient resource management to accelerate your time-to-market
- Managing risks to enhance control, predictability, and operational stability
- Innovative compliance solutions for your critical operational needs
- Combining global expertise and local reach for better compliance
- Your reliable end-to-end partner in life-science compliance solutions
- Ensuring industry best practices to enhance your operational efficiency
- Reliable compliance solutions for optimal control and efficiency
- Leading the way in compliance with industry best practices

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Key messages - short form

Key messages to be used in communication across platforms. For example as headlines, image texts on social media, on banners etc.

- **Together for a healthier tomorrow**
- **Your life science compliance partner**
- Seamless compliance
- Innovative end-to-end solutions
- Trusted partner
- Managing operational risks
- Enhanced predictability
- Minimize downtime
- Optimized operations
- Accelerate time-to-market
- Enhance control & predictability
- Global expertise - local reach
- Reliable end-to-end partner
- Life-science compliance solutions
- Industry best practices
- Optimal control and efficiency

IDna Group[®]

Identity innovates business