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Exceptional service — Lately, it has become an overused expression in our industry. About a year ago, Altasciences set out to explore what exceptional service really means to the people who matter — our clients. After extensive discussions, client surveys, and evaluations, we were pleased to confirm that our early drug development solution offering enables us to provide what our clients want. We also discovered that our brand identity did not accurately communicate our combined early stage drug development capabilities and expertise.

Today, we come full circle. We're excited to launch our new brand identity that truly shows who we are — one company Moving in Unison to provide a big impact with a personal touch, highlighting our 25 years of scientific and operational expertise to support comprehensive preclinical, clinical, and bioanalytical solutions that meet our clients' toughest challenges head on.

Our new logo is a shining symbol that encompasses the entirety of our brand and company, encapsulating the essence of Moving in Unison. It stands for strength and achievement. The "A" contains lines that work together to form a peak pointing forward and upward. It embodies our dedication to work together to maintain the highest standards and perspective necessary to surmount our clients' challenges and see new opportunities ahead. We chose the color green to represent the color of life, growth, harmony, and success. These ideas are carried forward with a bold, bright graphic approach that better represents real-life moments, demonstrating the vibrancy of life and the essence of why we do what we do: supporting research that helps bring new medicines to the people who need them. I invite you to take a look at our new website to further explore our fresh new look by going to www.altasciences.com.

Our journey started with you. The insights our clients provided brought us to a renewed beginning. The reinvented brand represents our future and our continued commitment to scientific excellence and exceptional service each day with an emphasis on Tell Us Once™ — our initiative for proactive sharing of client preferences, product information, and study results across all Altasciences teams... because you should never have to waste time repeating yourself. Moreover, it communicates our strength as a company working in tandem with you to provide early phase drug development solutions that change lives.

With warmest regards,

Chris Perkin
CEO, Altasciences