Omda

Introducing Omda

27 September 2023

Agenda

- 1. Executive overview
- 2. Background for change
- 3. Insights
- 4. The approach
- 5. Examples of the change
- 6. Implications for M&A and organic growth
- 7. Q&A



Executive Summary

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- CSAM Health Group AS is being renamed Omda AS
- Significant challenges to keeping CSAM name
- No other changes to organisation or legal entity
- Ticker name on Oslo Stock Exchange will be OMDA, after we have completed the name change for legal entity CSAM Health Group
- Name change is part of larger rebranding project

Background for change

Marketing was not included in the Integration Process

- Acquisitions are young or under-developed in certain aspects
- Greatest initial value creation was in integrating Finance, Legal, IT, etc
 - Acquisitions came with their own client development functions
 - Closely related to product/software development
 - Needed critical mass to see cost-benefit from common marketing unit



2022: Common marketing domain established

- As the Group grows, synergies are expected in new domains
- Quality and cost efficiencies to be increased
- Large customers do business with several of our Business Areas
- Group Marketing established to build strategy and drive execution with Business Areas
- Group's brand identified early as opportunity, also by Board

The more critical ones

- CSAM as an acronym has very negative connotations, especially in the US
- CSAM not available in the US for trademark classes 9 & 42 (software related classes) or classes 38 (telecommunication)

Consequences

- Critical communication stopped by email filters
- Company name could not be used for some products in US
- We do not show up on online search

Insights

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Insights from competitive analysis

ORACLE

Products Industries Resources Customers Partners Developers Events

Q (2) View Accounts 2 Contact Sales

Oracle United Kingdom / Industries / Oracle for Healthcare and Emergency Services



First Impression

Subsequent Impression(s)

Standalone Impression (special use cases only)

ORACLE



Large, international conglomerates dominate marketing arena

- Often positioned in general terms
- Name recognition and spillover trust
- Specialist players less visible

Insights from internal interviews

- CSAM customer relationships built on years of collaboration
- Similar approach across CSAM domains, but fragmented
- Very limited marketing toolbox
- The strap-line 'The e-Health company' felt insufficient
- Newly-acquired companies were implemented ad-hoc in marketing

No group-wide logic on naming solutions or domains

-The eHealth Company

Medical Imaging

CSAM TRIS

CSAM Arcidis CSAM DICOM Server CSAM HelseMail CSAM Infobroker CSAM S7 CSAM Web Client CSAM XDS

Connected

Healthcare

Children's Health CSAM Cardio CSAM CIMA CSAM Media CSAM Medimaker

CSAM Picsara

Public Safety

CSAM Partus

CSAM Natus

Women &

CSAM iPana LIS

CSAM iPana Maternity

CSAM Fertsoft

CSAM CoordCom

CSAM ResQMobile

CSAM Optima Predict

CSAM Optima Live

CSAM AMIS

CSAM IMTS

CSAM Paratus

Medication Management

CSAM Cytodose

CSAM ProSang

LIMS

Health Analytics

CSAM Registries

CSAM Biobanks

CSAM Studies

12

Our portfolio appeared disjointed

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-The eHealth Company

CSAM PROSANG

Scandinavia's Leading Blood, Cell & Tissue Management System

CSALCure is en app för patienter som ska ha hele eller delar av sin cancerbehanding hemma. Patienten får en liktilliginglig översikt över sin behandling och vilka mediciner som ska tas. Värdpersonal kan lättare följa upp statusen på kun patienten tar sin mediciner och se evertuella biverkningar. Andringar som görs av läkare i Cytodos under behandlingens gång blir överfört till appen.

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I Cytodos kan tabletter och övrig medicinering som ska tas hemma som en del av behandlingen registreras externa mediciner. Dessa har patienter hittills fått på en utskriven medicinfista med en doseringsöversikt.

CSAM Behandlingsplan

CSAM ProSang overview

En behandlingsplan har vært ett høyt prioritert område for brukene til Cytodose. Der er det mulighet for å sette opp behandlinger i serier og falge ett protokoll, istedenfor kagge til rekvisisjoner en og en for pasienten i Cytodose. Funksjonen for planigte behandlinger hor å kæge til rekvisisjoner en og en kunne brukes til dette, og pasienten selv sammen med pårarende har også hatt ett behov for å få en oversikt over behandlingen sin. I dag så gjøres det en behandlingsplan med papir og penn. Det kan ofte bil mange sider med ark og

CSAM Care

nag se genes oet en verandeningsplan med papir og penn. Det kan orte bil mange sider med ark og manuelle endringer, og papirplanen finnes fysisk bare på ett sted.

Behandlingsplan kan med fordel benyttes for kompliserte og lange protokoll for eksempel for barn og h<u>mforn</u>, for standardiserte protokoll med mesteparten av behandlingen i Cytodose og for kliniske studier.

Innhold

Innledning

CSAM behandlingsplan viser en overgripende bild over pasientens kreftbehandling, samtidig som alle detaljer er lett tigjenglige fra Cytodose.

Brukeren får en oversikt over den oppdaterte behandlingsplanen der forsinkelser kan sammenlignes med original plan. Diet visse doseendringer, labvær og status på kurene, både fra Cytodose og fra ELAS. Dager som likk er brikerhede indikeres i oversikten. Ved drag and drop kan man flytte behandlinger, enten en og en eller alle som etterfulgende som er satt opp med en relasjon til den man flytter.

Man kan følge hvilken behandling som pasienten får og skal ha i en behandlingsplan ved å følge ulike behandlingsarmer der valg har blitt dokumentert i ett besluttningspunkt.

Kurdefinisioner fra Cytodose legges enkelt til i malen og ligger siden under planlagte behandlinger i





CSAM Fertsoft 5

Start Components Modules



medscinet.com info@medscinet.com +46-8-612 35 50





The eHealth company

- Does not cover the entire CSAM portfolio: How about Public Safety and Health Analytics?
- "eHealth" has probably changed its meaning after the pandemic.
- No single company will be able to say they alone are 'The eHealth Company'



Broader rebranding project initiated

- Find a name without the current drawbacks and limitations
- Develop brand strategy, new group vision and values
- Establish brand architecture
- Design a new logo, visual design
- Develop sales and marketing toolkit including, new website
- Platform for growth new M&As, plus geographic expansion
- Implement Group-wide on a pragmatic timeline

The approach

Broad involvement with strong central governance

- Project team with BA representatives, driven by central Marketing
- Executive support & involvement
- External re-branding expertise. UK-based brand consultancy
- Ensure differentiation vs global conglomerates and niche players
- High quality strict timeline staggered implementation in BAs
- Build a vision based on CSAM's core and which inspires the team

Examples of the change



Short, will prefix easily
Easy to pronounce
Can be registered worldwide
Meaning is less important

The best name to meet all criteria

BDMD



Omda.com

Potential to stand out amongst the competition















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Flexible visual style

- Visual identity system, not just a symbol
- Tools to enhance even very mundane imagery
- Fonts: same for all applications, unifying all brand touch points, sales presentations, literature, product interfaces, online



Omda



+++ Smarter ++++++++ ways +++



More effective sales & marketing



Website will enable digital sales & marketing efforts









Example: Sales templates





Omda

0 Omda Woman & Child Omda Womon & Child Omda Maternity Data entry, mana Hospital pregnancy record maternity care ti Accurate and up connected care a decision-making Modules to track interventions/su Modular design hospital workflow Increased data a **Risk assessment** Colour-coded icc Visual and graph of maternity data End to end patient-Integration acros comprehensive u managed pregnancy patient care data sharing - Ultrasound mod Fetal diagnostics Due date calcula Why choose Omda Maternity Estimation of fet Supports healthcare professionals in delivering - Graphical display a safe, comprehensive and completely joined up service for pregnancy and childbirth while Digital partogram maximising quality and efficiency at each stage. Partogram chart real-time decisio The solutions enable multidisciplinary collaboration Intuitive interfac throughout the entire journey of pregnancy and documentation childbirth, ensuring a holistic approach to care Separate views f One comprehen provided: observ Data availability Postnatal care for comprehensi patient care Data entry, mana postnatal care - Personalised car Checklists for he ICD/NCSP codin

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Example: Exhibition guidelines





Example: the brand in user interfaces



Omda

Example: the brand in user interfaces

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1ntegraatio, 1 031299-8642 42 år	lina		UL Termin: Uke 15 / 04 Antail foster: 01	3.09.2023 Stiansen, Tessa (Søster) + 47 99 99 99 99
Home	Home			
Web-Anamnesis	Customer information	Pregnancy information	Family guidance center	Birthing facility
Questionaires	SSN 031299-8642 CUSTOMER NAME Integraatio, lina	DUE DATE 30,7.2023 PREGNANCY WEEK	PROFESSIONAL NAME Kirjavainen, Kerttu ADDRESS	BIRTHING FACILITY TAYS ADDRESS LINES Telskontie 35
Self-monitoring	PHONE NUMBER 0441234567 EMAIL-ADDRESS	37+2 LAST NEG. PREGNANCY TEST	PHONE NUMBER 0506789010	Tampere PHONE NUMBER
Diary	USERNAME ut1ihf299	FIRST POS. PREGNANCY TEST	FAMILY GUIDANCE CENTER NAME CSAM Demo ADDRESS	OTHER INFORMATION
Maternity Card			PHONE NUMBER ei ole	
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Information Bank				
Forum				

Omda

Strategic marketing elements

Brand Position

Smarter ways

Its point of view about the world, how we want to be relevant

Vision

Smarter ways to a safe and healthy world

Mission

How we are going to get there

Providing proven, focused software for health and emergency professionals to know more and work smarter



Revised brand architecture

Benefits for Customers

- Make it simple for clients to understand what we offer and what each business area provides
- Quickly understand the how each service area solves their business needs

Benefits for Omda

- We have overlapping services communicate the benefits not product names
- The offering within a Branded Service can be expanded without having to run the formal procurement process we offer a new module and then charge for that
- Equity is built into one common brand, rather than a mix of unrelated names
- It establishes the logic for assessing and naming new acquisitions

Omda

Woman & child

Omda Maternity



Naming transition:

Omda Natus Omda Partus Omda iPana Hospital Omda iPana Maternity Omda Fertsoft

Changed to: Omda Maternity Omda Wellme Omda Fertility

Omda

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LIMS

Omda Blood Establishment

Comprehensive **7** \mathbf{Z} Secure plasma, 🛪 Donor cell and tissue sample analysis Administration production 7 7 Full support for **7** Patient care Stock cell, tissues and management management organs (sohos)

Omda Wellme

Donor Self-service app

Naming transition:

Omda ProSang changed to Omda Blood Establishment

Implications for M&A and organic growth

The project will create value in two key dimensions

Faster integration of new acquisitions

- Established naming logic for domain, service area, products
- Online presence that allows easy integration of content
- Omda marketing toolbox available (sales presentations, service catalogue etc)

More effective marketing for existing business areas

- Brand architecture makes it easier for prospects to find our offerings
- Holistic visibility of portfolio will accommodate cross-selling to existing customers
- Build brand equity when all services are more clearly seen as related
- Better visibility though updated and coordinated profile
- More cost-efficient marketing, less duplicate work on creative/production work

Making smarter ways together

Thank you

www.omda.com

