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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

- 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

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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

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15 in **17**

companies years

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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

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The CSAM name had significant challenges

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

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Insights

Insights from competitive analysis

- Large, international conglomerates dominate marketing arena
  - Often positioned in general terms
  - Name recognition and spillover trust
- Specialist players less visible

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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

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No group-wide logic on naming solutions or domains

CSAM -The eHealth Company

Connected Healthcare	Medical Imaging	Women & Children's Health	Public Safety	Medication Management	LIMS	Health Analytics
CSAM Arcidis	CSAM Cardio	CSAM Partus	CSAM Optima Predict	CSAM Cytodose	CSAM ProSang	CSAM Registries
CSAM DICOM Server	CSAM CIMA	CSAM Natus	CSAM Optima Live			CSAM Biobanks
CSAM HelseMail	CSAM Media	CSAM iPana LIS	CSAM AMIS			CSAM Studies
CSAM Infobroker	CSAM Medimaker	CSAM iPana Maternity	CSAM IMTS			
CSAM S7	CSAM Picsara	CSAM Fertsoft	CSAM Paratus			
CSAM Web Client	CSAM TRIS		CSAM CoordCom			
CSAM XDS			CSAM ResQMobile			

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CSAM ProSang overview

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

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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

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Examples of the change

Naming criteria

➢ Short, will prefix easily

➢ Easy to pronounce

➢ Can be registered worldwide

➢ Meaning is less important

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Domain was secured

Omda.com

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

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More effective sales & marketing

Website will enable digital sales & marketing efforts

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Example: Sales templates

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Example: the brand in user interfaces

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Example: the brand in user interfaces

Strategic marketing elements

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Smarter ways

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

Vision
Smarter ways to a safe and healthy world

How we are going to get there

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

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Brand position sets direction for how we deliver

Our brand position...	... will set requirements for how we deliver...	... resulting in:

Smarter Ways

SAY
Brand communication, Marcom, Corporate Image

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DO
Customer experience
Delivery on pipeline promises
Customer data policies
Secure, reliable & efficient solution

- Increased customer loyalty and customer lifetime value

- Ability to command a price premium or volume premium

- Trust leading to referrals and recommendations

- Increased attractiveness towards partners

- Strengthened corporate position

- Stronger investor relations

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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

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Woman & child

Omda Maternity

Hospital Pregnancy record ↗	Risk assessment ↗	Fetal diagnostic ↗
Post natal care ↗	Pregnancy Ward management ↗	Community healthcare ↗
Integration connectivity ↗	Quality registers ↗	Health analytics ↗

Omda Wellme

Digital pregnancy service ↗

Omda Fertility

Reproductive technology ↗

Naming transition:

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

Changed to:
Omda Maternity
Omda Wellme
Omda Fertility

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Naming transition:

Omda ProSang
changed to
Omda Blood Establishment

Omda Blood Establishment

Donor Administration ↗	Secure plasma, cell and tissue production ↗	Comprehensive sample analysis ↗
Stock management ↗	Patient care management ↗	Full support for cell, tissues and organs (sohos) ↗

Omda Wellme

Donor
Self-service app

Implications for M&A and organic growth

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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

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Making smarter
ways together

Thank you

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