

10 November 2020

Communication

New common identity for all Production Companies of The Surgical Company Group

Who: The Surgical Company is a strong, growing and healthy group with a mission to provide medical staff with the best tools and services for the best possible treatment of their patients.

What: Due to the growing cooperation between the production companies and the increasing alignment in the group, the need for a shared identity became apparent.

Why: This visual evolution is the result of internal synergies developing between entities. With this step, we reach the 'Next Level' in our development as a specialist in medical products.

How: All our products come directly under the brand The Surgical Company. The production companies will become internal divisions of the group.

When: Will be launched 10/11/2020

Founded in 1993, The Surgical Company (TSC), headquartered in The Netherlands, has grown both organically and through mergers and acquisitions to become a Group of 9 companies. TSC's main activities are concentrated on the development, production and distribution of specialised medical products.

The group employs 370 colleagues and generates € 140 mln in annual sales.

As synergies were created between the companies, the need for a strong common identity presented itself, benefitting from each other's networks.

As a result of this, in 2019, all distribution companies of the Group in France, Germany, Belgium, Luxembourg, and The Netherlands were rebranded under The Surgical Company name, with a common logo. Our new distribution branch in the US has also followed this path.

The 4 production companies, listed below started to increase their collaboration until it became natural to join the common identity.

- The 37Company (NL) – Mistral-Air, Fluido, Fluido Irrigation & Thermoflect.
- Sensium (UK) – Wireless patch Sensium.
- Axxess Vision (France) – Broncoflex single-use bronchoscope.
- Hemologic (NL): Wearable device for cardiac output monitoring.

From this moment forward, the TSC production companies and TSC distribution companies proudly continue as The Surgical Company. All of our products will be presented under the brand: The Surgical Company with a portfolio of 6 product lines.

The 4 production companies are, as of now, internal divisions of the TSC Group:

- Patient Temperature Management (The 37Company)
- Endovision (Axxess Vision)
- Connected Care (Sensium)
- *Hemologic* (Hemologic)

We are confident that this new common identity will be the platform for our continued international growth.

The Surgical Company - Specialization through Innovation

Our Values: CLIENT

In a market that is constantly evolving, we are always ahead of the curve. Our daily engagement is to offer support to our customers; in order to respond to market needs and those of tomorrow. You can count on us! Our motivation is best expressed by the in-house chosen theme "CLIENT" focusing on our common values:

- **CREATIVE**
- **LIVELY**
- **INTEGRITY**
- **EFFICIENT**
- **NO NONSENSE**
- **TOTAL COMMITMENT**

Our products

Patient Temperature Management

These solutions for patient temperature management offer clinical specialists the necessary tools to maintain normothermia and to prevent and treat hypothermia.

Mistral-Air

Mistral-Air® is a Forced Air Warming system consisting of a dedicated warming unit and a large variety of disposable warming blankets and suits. The warming unit, blankets and suits are attuned to each other to ensure optimum performance and equal distribution of heat throughout the entire blanket.



Fluido

Fluido® and Fluido® Compact are two complementary Blood and Fluid Warming systems with disposable sets, designed individually to deliver optimum performance at specific flow ranges to ensure availability of Blood and Fluid Warming for all application, from moderate to high flow.



Fluido Irrigation

Fluido® Irrigation is a Fluid Warming system with disposable sets, dedicated to fulfilling today's standards and the growing requirements, particularly in endourological procedures.

We developed Fluido Irrigation to provide clinical specialist access to warm unlimited volumes of irrigation fluids with adjustable temperature settings to their surgical needs.



Thermoflect

Thermoflect® is a passive warming system comprising a range of disposable patient coverings made of Heat Reflective Technology® material that reflects, captures and stores radiant body heat.



Endovision

○ Broncoflex

The Broncoflex® was designed to address the current needs and challenges that hospitals are facing regarding the use of flexible bronchoscopes. It is sterile, single-use and available at all times, ensuring optimal patient safety. By displaying a high definition image, it provides users with a safe alternative to traditional bronchoscopes.



Connected Care

○ Sensium

Sensium® is a wireless continuous monitoring system designed to provide earlier intervention and prevent escalation to higher acuity care. The disposable Sensium® patch accurately and reliably monitors the leading indicators of deterioration, providing targeted notifications to caregivers. Extensive peer-reviewed publications have demonstrated that use of Sensium® can lead to improved patient outcomes and economic benefits for the hospital.



Hemologic

Hemologic develops an early outpatient hemodynamic assessment, wireless-wearable- non-invasive device as easy as taking an ECG.