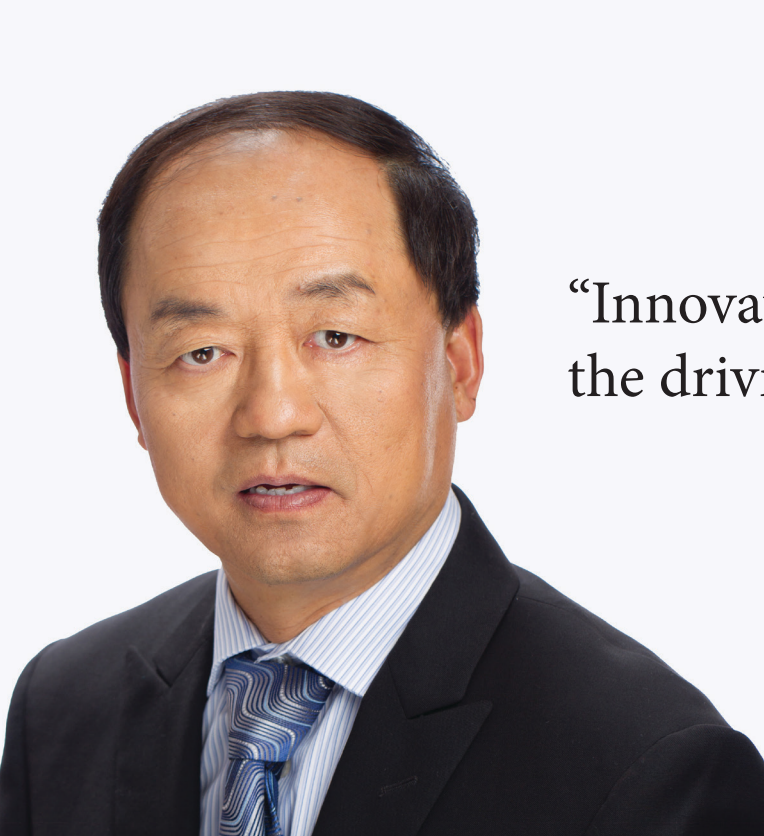


# Together We Shine

*Enabling solutions for life science research and drug discovery*





“Innovation is the seed of growth and the driving force towards sustainability.”

-Zhenjun Diwu, CEO

## A letter from the CEO

A company's value is more than its profits. A company's true value is a culmination of its culture, its ideas and its impact on the global community.

This company was founded on a very simple idea. To improve the shortcomings in calcium detection technologies that were prevalent at the time. Over the years however, AAT Bioquest has matured into something much greater, something far beyond that initial idea.

In the past decade, we have expanded our offerings to more than two thousand products and have leveraged strong holdings in several key markets such as labeling probes and cell-based assays. Thanks to the dedication of our research teams and collaboration with the scientific community, we have seen outstanding year over year growth, exceeding fifteen percent every year since the company's inception. But more so than sales or product numbers, I am most proud of our people and the culture we have managed to create.

Having worked in the industry for more than three decades, I can confidently say that the culture of AAT Bioquest is one of the best in the business. It is a culture which prioritizes innovation and merit while not forgetting to recognize diligence and hard work. It is a community of people who respect each other, both as colleagues and as friends. And it is a place to share insights, ideas for how to advance

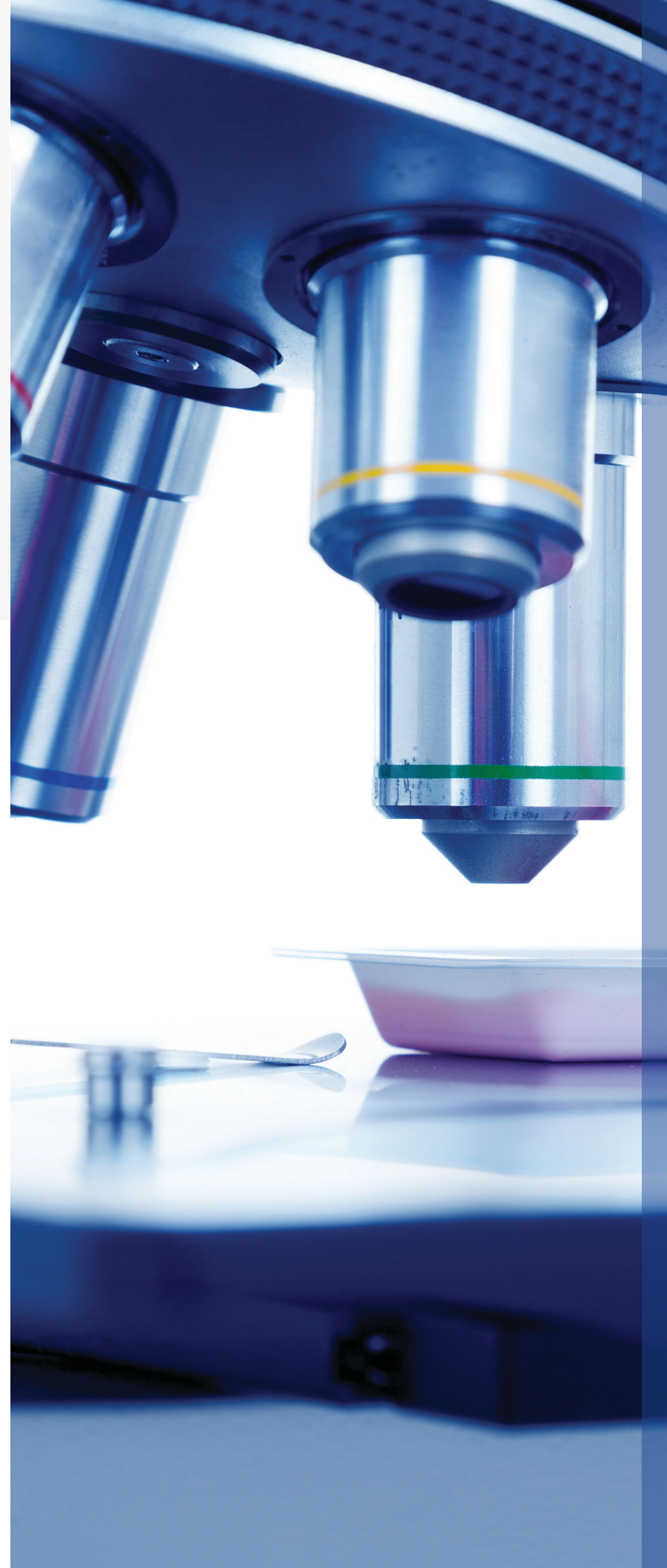
the life sciences in a globalizing economy.

As a small business, we face unique challenges, having nowhere near the resources of industrial behemoths. And yet we have managed to remain competitive through a combination of hard work and smart policy design. By staying true to our founding principles and through constant innovation, we have seen continued success time and again.

I am confident there is a bright future ahead for AAT Bioquest. We will continue to work with our global partners to expand our distribution network. At the same time, our strong investment into research and development will become the driving force that opens new markets and opportunities. By managing these opportunities wisely, we greatly strengthen our brand and position AAT Bioquest as a leader in the industry. It has always been our goal to create tools that enable biological discoveries. I believe that, by leveraging our limited resources, AAT Bioquest can achieve this goal and make a long-term, sustained impact in the global scientific community.

Sincerely,

Zhenjun Diwu, Ph.D.  
CEO, AAT Bioquest, Inc.



## Our Core Values

### Total Solutions

Providing a comprehensive selection of assays for researchers engaged in life sciences and enabling new research areas through advancements in assay technology.

### Passion and Innovation

Our company culture and that which defines us, the lens through which we view current and future markets and the driving force towards long-term growth.

### Customer Experience

To create an outstanding customer journey that builds long-term relationships founded on mutual trust and respect. Together We Shine.

### Sustainability

The development of an environmentally conscious corporate entity which strives not only to conserve natural resources but maximize human capital.



# Total Solutions

## Calcium Indicators

- **Fluo-8®** created for cell loading under mild conditions (room temperature) for more consistent results and less hands on time
- **Cal-520®** allows for probenecid free assays with strong improvement in signal to noise (S/N) ratio compared to Fluo-3 and Fluo-4
- **Rhod-4™** improves upon red fluorescence indicator Rhod-2 with enhanced cell loading and calcium response
- **Standard Probes** such as Fluo-3 and Fluo-4 as well as ratiometric probes such as Indo-1 and Fura-2

## Cell Mapping

- **CytoTell™** to analyze heterogeneous cell populations through flow cytometry
- **CytoTrace™** for the study of live cells across multiple generations
- **Cell Explorer™** imaging kits designed for studying cellular events in a spatial and temporal context
- **Cell Navigator™** developed as a means of visualizing cellular organelles such as lysosomes, mitochondria and nuclei

## Labeling Dyes

- **iFluor™** superior labeling dyes with greater stability, optimized for labeling proteins and antibodies
- **mFluor™** developed for flow cytometry-focused applications, excellent compatibility with standard laser/filter sets
- **Tide Fluor™** for FRET applications and labeling of peptides and oligonucleotides

Our goal as a company has always been to provide the most comprehensive selection of assays for researchers in the life sciences. We strive not only to provide traditional solutions but novel assay technologies that enable new areas of research. For example, our investment into calcium detection and cell mapping has revolutionized the way scientists quantify intracellular calcium. And our tools for studying oxidative stress and cell apoptosis have led to an expansion on the topic of cell longevity. All of this is possible because AAT Bioquest’s products are based on one unifying principle: simplicity.

At AAT Bioquest, we believe the core of a successful product lies in its simplicity.

**A simple product is flexible.** It works within, rather than imposes upon, your experimental design. For example, our superior iFluor™ labeling dyes are designed to accommodate your experimental pH, with excellent stability under pH 4-10, and our novel Fluo-8® calcium indicator can be loaded at room temperature, so you do not have to subject your samples to harsh conditions.

**A simple product is adoptable.** It is easy to transition to with minimal effort and learning. Many of our products are designed to improve upon signal quality while retaining spectral quality. This means no new lasers or filters are required. Our products are developed to be compatible with your existing equipment and protocols.

**A simple product is efficient.** It reduces hands on time so you are able to accomplish more. We achieve this through component and protocol optimization as well as converting many of our kits into a Mix-and-Read format, reducing or removing the need for time-consuming steps such as purification and washing.

**A simple product is dependable.** It provides quality results with unwavering consistency. All of our kits and probes undergo a stringent, customer-oriented quality control process to ensure high activity, high purity and unfailing excellence.

All of our products are built with these qualities in mind, leading to some of the most

accessible assay tools on the market. Combined with our comprehensive investment into a diverse portfolio of technologies, AAT Bioquest now has some of the most innovative products in the industry.

We provide total solutions, products and services that will consistently meet or exceed customer requirements. In particular, we fulfill needs in six key sectors.

**Antibodies** for use in immunoassays. This includes over three thousand primary and secondary antibodies of the highest purity, which are carefully screened to ensure excellent activity and high specificity for our customers.

**Biochemical assays** to streamline the study of enzymes, nucleic acids and other potential analytes through simple, well-documented protocols designed with the end-user in mind.

**Building blocks** which serve as the foundation for a wide-range of bioassays, with critical components such as crosslinkers and reactive probes.

**Cell-based assays** optimized around core applications, such as fluorescence imaging and flow cytometry, to enable research into important processes like apoptosis, signaling and metabolism.

**HTS assays** for researchers working in drug discovery. These products are compatible with HTS liquid handling and screening machines and work to accelerate sample generation and data collection.

**Labeling probes** created for the detection of molecular targets, with next generation dyes that are intense and stable over time while retaining the flexibility to function in a variety of environments.



## Applications

Our product lines are designed for optimal use across several common platforms such as microscopy, microplate readers and flow cytometry and a wide range of bioassays including, but not limited to: ELISA, immunohistochemistry, Western Blot, and PCR.

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## MORE THAN 2000 Probes & Kits

Developed for ease of use, accurate results and higher quality and to push the boundaries of life science research.

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## Key Product Areas



# Passion and Innovation

Innovation is not the creation of a new product. It is not the employee who thinks outside the box. It is the culture by which a company is defined.

For us, innovation is the cornerstone of our company culture. It is the mentality which drives us to improve that which we have and to create that which we do not. It is the lens through which we view the markets of the present and the future. Through a culture of innovation, we have seen tremendous expansion over the last decade since our company’s inception, and we believe that it will serve as the force which leads us to long-term, sustained growth.

The worst outcome for a company is not bankruptcy but stagnation. Companies who fail to adapt, who do not take risks, who ignore emerging markets, these are the companies which fade from the history books. Thus, it is up to the company’s management to instill a culture of innovation in all its employees, to rekindle the curiosity within all of us and to embrace the courage required to bring an idea to life.

It is our belief at AAT Bioquest that innovation is the merger of two parts: passion and hard work. One cannot succeed without the other. Hard work is what allows passion to be realized, the process through which an idea materializes and becomes an asset for a business. Passion, on the other hand, is what gives focus, a point towards which hard work can be directed. When a company nurtures passion and rewards hard work, that is when true innovation is created.

AAT Bioquest has taken several steps to foster an environment of passion and hard work. The first is through open and free communication, both between employees and

management as well as employees with each other. We encourage the free-flow of information beyond the borders of departments, as very often a simple thought in one department will ignite innovation in another. We also encourage company-wide and department-centered meetings, where employees can share recent literary discoveries and collaborate on projects.

The second step we take is to ensure all employees have the required resources to succeed. Whether it is the latest digital developmental software or cutting edge purification machinery, we do not believe equipment should be the limiter of what an employee is capable of achieving. Our investment into tools, hardware and software, is but a small cost for creating an environment where passionate and critical thought can take place.

Finally, we believe that hard work should be rewarded. That is why we have a comprehensive employee rewards program, which evaluates performance annually on several key metrics such as productivity, diligence and teamwork. We want to empower those who consistently work hard, especially as more and more companies turn towards a culture of overlooking hard work in lieu of standardization and effort normality. We believe it is essential to take the time to remember that it is our hardworking employees who form the backbone of our success.

Innovation is not the creation of a new product. It is not the employee who thinks outside the box. It is the culture by which a company is defined. It is the outgrowth of passion and hard work.



## More Resources

Investing into tools and training because we believe that equipment should not be the limiter of what an employee is capable of achieving

## Our innovation at work

- **Buccutite™** novel cross-linking technology for labeling proteins with other macromolecules
- **ROS Brite™** detection of reactive molecules containing oxygen with unparalleled sensitivity and robust performance
- **Protonex™** no wash, pH-sensitive probes for imaging of cellular compartments
- **PhosphoWorks™** fast detection of ATP in determination of cell proliferation and cytotoxicity
- **Tide Quencher™** superior quencher with strong absorption and greater water solubility

**The WORST outcome for a company is not bankruptcy but STAGNATION.** Companies who fail to adapt, who do not take risks, who ignore emerging markets, these are the companies which fade from the history books.

**R&D INTENSITY 40%**  
the amount invested into research and development relative to revenue places us in the top quartile for the entire industry.

**GREATER THAN 15%**  
year-over-year growth speaks to the value and success of our core principles as well as the company culture that defines us.

## Core Investment Areas

neurobiology, embryology, cell signaling, cardiology, oncology, immunology, microbiology, hematology, biochemistry, histology, molecular biology







CUSTOMER SUPPORT

- **Provide clear, concise answers that address a customer's specific needs**
- **Simplify the process by anticipating roadblocks**
- **Respond in a timely and professional manner**
- **Treat the customer with respect and communicate openly and honestly**

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CUSTOMER SATISFACTION

AAT Bioquest, Inc. is committed to constantly meeting or exceeding its customer's requirements by providing consistently high quality products and services and by encouraging continuous improvements in its long-term and daily operations through a customer-oriented QMS. AAT Bioquest, Inc. is committed to ensuring that this policy is understood and implemented throughout the organization.

# Customer Experience

At minimum, all companies strive to give customers what they ask for. That much is a given. But a truly exceptional customer experience does not end there. Rather, it begins when a company goes above and beyond that which is necessary and creates additional value for the customer through a well-tailored journey. Here at AAT Bioquest, we believe this occurs in three key steps: initial contact, order fulfillment and follow-up support.

For us, the first step in an outstanding customer journey is initial contact. Whether it is in person, by phone or online, we believe the key to a longstanding relationship with our customers lies in that first impression. That is why we always strive to be honest in our communications and only make promises on which we can deliver. Sometimes, this is to the detriment of our various sales targets and marketing metrics. But we truly believe in respecting our customers and working as a team to overcome obstacles, and this type of setting is only possible when both parties agree to open and honest communication.

Beyond this, we also believe in adding value to a customer’s initial contact through simplification. In a time when customers are provided with an overload of information, we aim to simplify the decision making process. We accomplish this by analyzing the customer’s objectives, discerning potential roadblocks that might be encountered in the future and then providing a clear set of actionable solutions. We do not try to upsell our customers, but rather, provide concise data with which they may make an informed decision.

The second step to a well-rounded customer journey is a well-rounded order fulfillment process. This involves open communication about agendas and timelines. Again, honesty is paramount to us, and we do not make promises we cannot deliver on. We would rather

lose a project than lose the trust of our customers. To further build trust, we take painstaking effort to ensure only the highest quality materials leave our production lines. This is accomplished through our extensive customer-oriented quality management system (QMS), which while intensive, boils down to three core principles:

1. Provide clear communication with customers regarding objectives and expectations
2. Validate all design and development, including proof of concept and scaling
3. Maintain pristine records for traceability of projects

Through our QMS, we ensure a consistent order fulfillment process that enhances the customer experience.

Finally, we believe that a satisfying customer journey does not end once a product is sold. Rather, it is defined by the follow-up support that is provided. In this regard, we have an excellent team of dedicated experts who provide technical support. They have decades of combined experience in the lab, as well as unique insights into the inner workings of our probes and kits.

The other thing we emphasize in customer support is quick and clear responses. We provide concise answers that address the customer’s specific concerns; we also promise responses within a 24-hour window. Our goal is that, through excellent support, we can develop a long-term relationship with our customers built on mutual trust and respect.



## Together We Shine

**Our customers are important to us and by working together, we can achieve new heights.**

**LISTEN** Talk, we're listening. Your feedback is valuable, and your voice is definitely being heard.

**LEARN** Things go right. Things go wrong. We believe both are opportunities to grow and improve.

**ACT** We've listened. We've learned. Now let us act and bring that idea to life, and reinventing the boundaries of what is possible.

.....

**In a time when customers are provided with an overload of information, we aim to SIMPLIFY the decision making process.** We accomplish this by analyzing the customer's objectives, discerning potential roadblocks that might be encountered in the future and then providing a clear set of actionable solutions



# Sustainability

## Looking Forward

As a forward-thinking company, AAT Bioquest is committed to the preservation of our shared environment. We have an outstanding track record in maintaining safe, environmentally sustainable operations. This is a direct result of our long-term, strategic stance on resource management as well as our investment into personnel training. It is our aim to make socially responsible decisions which will preserve and benefit our shared community for future generations.

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## A Bright Future

The future is bright for AAT Bioquest, in part due to responsible management of human capital. By investing in our employees and the community which we service, we have laid the foundation for sustainable, long-term growth. Our focus on research and development has led to a wealth of innovation, enabling new research that tackles some of the most challenging problems we face around the globe. As a company, AAT Bioquest promises to continue our forward-looking mentality, bringing new insight into the study of the life sciences.

As a biochemical company in one of the most environmentally conscious regions, we are acutely aware of the need for sustainability. Concerns such as climate change and sea level rise are looming problems in a coastal area like Silicon Valley. And problems like urban and chemical runoff are topics of intense scrutiny. In light of these issues, AAT Bioquest has created strict management policies to promote socially responsible operations. These include, but are not limited to, reducing our carbon footprint through smart allocation of energy, preservation and redistribution of water and safe disposal of chemical waste.

Sustainable operations are about more than just natural resources, however. It can also be thought of in terms of human capital. That is, there is sustainability of the environment alongside sustainability of the company. With the latter, the important consideration is how to manage human capital efficiently to achieve steady, long-term growth. In this regard, it is the role of a company’s management to encourage meritocracy, diversity and innovation through long-term policy planning.

Much as environmental sustainability is allocating natural resources for the future, corporate sustainability questions how we can use the limited resources we have to best benefit the society in which we coexist.

For us, this means heavy allocation of resources into research and development. This allows us to bring innovative ideas to the table which reframe existing research questions and enable new research opportunities. Take, for example, our investment into calcium detection. For over twenty years, no company thought to improve upon the then industry standard probe, Fluo-4. But through AAT Bioquest’s efforts and leadership,

researchers now have next-generation probes which perform substantially better than Fluo-4. These new probes enable novel experimental conditions, such as room temperature cell loading and probenecid-free assays, and expand the possibilities of life science research to the betterment of society.

In addition to innovation, AAT Bioquest prioritizes resources into its employees. Whether it is through training or on-job experiences, we believe in empowering our employees and helping them develop the skills to realize their full potential. We believe in providing an inclusive environment that nurtures passion and directs it towards goal realization. As we have continually said, our employees are the foundation of a sustainable future.

And finally, AAT Bioquest is committed to investing in our customers. Our goal is to develop a long-term relationship with the science community, one built on mutual respect and trust. As our motto suggests, Together We Shine, so it is through teamwork with our customers- by truly understanding and addressing their needs- that we find long-lasting success.


At AAT Bioquest, sustainability has two parts. There is the outward looking sustainability, which questions how we can preserve our natural resources. Then there is the inward looking sustainability, which questions how we can consistently improve ourselves and the society in which we live. It is with both these in mind that we achieve a truly sustainable business, one which leads the industry through smart, responsible decision making.





**SAFETY** is our number one priority, and we are committed to creating a safe working environment for all our employees. We have not had a single safety-related incident in our company's history.

**GROWTH** is important to every company. But what we seek is responsible, sustainable growth through careful management of strategic resources.

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 We're saving energy by reducing electricity usage through upgraded technology and conservative policy design.

 Given the drought conditions in California, we have implemented water preservation and redistribution policies to lower our total water usage.

 Our strict management policies not only ensured safe waste disposal, but minimize the amount of chemical waste generated as well.



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