

# FROST & SULLIVAN

## BEST PRACTICES RECOGNITION

### 2017 North American Microarrays in Molecular Diagnostics New Product Innovation Award

### Akonni Biosystems PRESS STATEMENT

#### Who is Frost & Sullivan?

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Frost & Sullivan is a leading 56 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

#### What are the Best Practices Awards?

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The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan New Product Innovation Award is a compelling, third-party validation of a company's growth strategy and execution. Akonni Biosystems' Best Practices Award is a very strong indicator to employees, investors, customers, and the public that it has superior solutions and a viable strategy in the microarrays in molecular diagnostics market.

#### Why Akonni Biosystems?

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Akonni Biosystems is a leader in the emerging MDx field recognized for its focus on designing and delivering innovative, market-leading integrated MDx systems. The company's TruDiagnosis platform is a unique, unparalleled platform founded on a comprehensive IP portfolio that enables target detection from a variety of sample types used to construct multiplex assays for applications in pharmacogenomics, chronic human diseases, and infectious diseases, including MDR-TB, extensive drug-resistant tuberculosis (XR-TB), upper respiratory infections, viral encephalitis, and hospital-acquired infections. Over the next few years, Akonni is likely to continue on its growth trajectory and outperform most of its closest competitors in the MDx space.

With its strong overall performance, Akonni Biosystems is recognized with Frost & Sullivan's 2017 New Product Innovation Award in the microarrays in molecular diagnostics market.



# Best Practices Award Analysis for Akonni Biosystems



## What is New Product Innovation?

The New Product Innovation Award is about finding a productive outlet for creativity and consistently translating ideas into high-quality products that have a profound impact on the customer.

## Key Benchmarking Criteria

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors — New Product Attributes and Customer Impact — according to the criteria identified below.

### New Product Attributes

*Criterion 1:* Match to Needs

*Criterion 2:* Reliability

*Criterion 3:* Quality

*Criterion 4:* Positioning

*Criterion 5:* Design

### Customer Impact

*Criterion 1:* Price/Performance Value

*Criterion 2:* Customer Purchase Experience

*Criterion 3:* Customer Ownership Experience

*Criterion 4:* Customer Service Experience

*Criterion 5:* Brand Equity

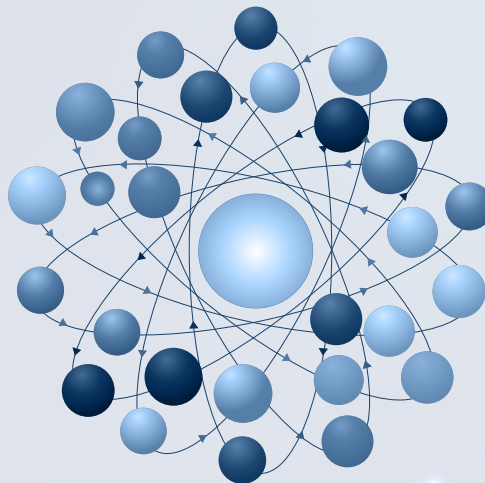
## Significance of the Award

Ultimately, growth in any organization depends upon continually introducing new products to the market, and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

This award is in recognition of the company's success and its ability to attain this position through its high performance and technologically advanced products. Innovative companies translate creativity into new ideas that have a profound impact on the customer.



## The 360-Degree Research Approach



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses.

The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

## Questions?

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