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|---------------------------------------------------|-------------------------------------------|----------------------------------------------------|---------------------------------|---------------------------------------|
| <b>B</b>                                          | <b>I</b>                                  | <b>N</b>                                           | <b>G</b>                        | <b>O</b>                              |
| Value of SMI via key indications                  | AE education                              | Customer segmentation (by clinical need)           | Strategic online presence       | RO volume & targets                   |
| Clinically oriented offering for the RT ecosystem | TOF push for all Biograph mCT systems     | Restructured marketing materials (need/value prop) | Bridge Biograph TP16 and Falcon | Sales education materials             |
| Symbia Evo Excel                                  | xSPECT (Bone & Quant) clinical validation | 41-45% market share                                | CI advisory board               | Global "MI growth" promotion          |
| PETNET/Equip synergies                            | Symbia Evo                                | PSE education                                      | FlowMotion clinical validation  | Repositioned PET/CT portfolio         |
| Falcon                                            | COF messaging                             | Sales advisory board                               | "Why MI" story                  | Country sales & profitability targets |

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|-------------------------------------------------------|------------------------------------------|-------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------|
| <b>B</b>                                              | <b>I</b>                                 | <b>N</b>                                  | <b>G</b>                                                      | <b>O</b>                                                       |
| xSPECT<br>(Bone &<br>Quant)<br>clinical<br>validation | Bridge<br>Biograph<br>TP16 and<br>Falcon | Strategic<br>online<br>presence           | Clinically<br>oriented<br>offering for<br>the RT<br>ecosystem | Restructured<br>marketing<br>materials<br>(need/value<br>prop) |
| Customer<br>segmentation<br>(by clinical<br>need)     | "Why<br>MI"<br>story                     | RO<br>volume<br>& targets                 | COF<br>messaging                                              | Sales<br>education<br>materials                                |
| PETNET/Equip<br>synergies                             | CI<br>advisory<br>board                  | 41-45%<br>market<br>share                 | Global<br>"MI<br>growth"<br>promotion                         | AE<br>education                                                |
| FlowMotion<br>clinical<br>validation                  | Sales<br>advisory<br>board               | Value of<br>SMI via<br>key<br>indications | Country<br>sales &<br>profitability<br>targets                | Symbia<br>Evo                                                  |
| PSE<br>education                                      | Repositioned<br>PET/CT<br>portfolio      | Symbia<br>Evo<br>Excel                    | TOF push<br>for all<br>Biograph<br>mCT<br>systems             | Falcon                                                         |

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| <b>B</b>                                  | <b>I</b>                              | <b>N</b>                                           | <b>G</b>                                          | <b>O</b>                                 |
| COF messaging                             | Sales advisory board                  | Bridge Biograph TP16 and Falcon                    | Repositioned PET/CT portfolio                     | CI advisory board                        |
| Value of SMI via key indications          | PETNET/Equip synergies                | PSE education                                      | TOF push for all Biograph mCT systems             | RO volume & targets                      |
| Symbia Evo Excel                          | Country sales & profitability targets | 41-45% market share                                | Symbia Evo                                        | FlowMotion clinical validation           |
| xSPECT (Bone & Quant) clinical validation | Sales education materials             | Strategic online presence                          | "Why MI" story                                    | Customer segmentation (by clinical need) |
| Global "MI growth" promotion              | AE education                          | Restructured marketing materials (need/value prop) | Clinically oriented offering for the RT ecosystem | Falcon                                   |