

Ashfield Brand Update



UDG Healthcare plc



Ashfield
Advisory



Ashfield
Engage



Ashfield
Health

UDG Healthcare has transformed its Ashfield division through organic growth and acquisitions over the last 10 years.

Within Ashfield we've acquired 22 companies since 2012, evolving our service offering. This brand update will allow us to tell a simpler, stronger, story and drive increased collaboration.

There will be no changes to financial reporting disclosures. We will continue to report our performance across Ashfield Advisory & Health (previously Ashfield Communications & Advisory) and Ashfield Engage (previously Ashfield Commercial and Clinical).

New Ashfield brand architecture



Why change?

Clearer branding.

Simpler for clients (and us!) to understand that we're all part of the same company.

Connected services.

Great things happen when we work together and an integrated offering makes cross-selling easier.

Purpose driven.

We're all on the same page with a shared purpose that brings us together and makes us stronger as teams.

Better outcomes.

Together, these powerful partnerships set us up to do everything we can to support our clients, healthcare professionals and their patients.

Ashfield Advisory

Carefully curated ecosystem of healthcare advisory and consulting businesses. We partner with clients individually, or collectively, to accelerate business performance by pairing strategic life sciences expertise with outstanding execution.

Ashfield Engage

(Previously Commercial & Clinical)

As experts in strategic engagement, we create personalised, impactful experiences for all healthcare audiences, across all channels. Everything we do is underpinned by human connections, omnichannel engagement and adaptive analytics.

Ashfield Health

(Previously Healthcare Communications)

We are individuals who lead, catalysts who spark change – collectively, a dynamic health marketing and communications team. With brave creative, vital scientific expertise, data-driven truth and humanising technology, our inspiring, life-changing solutions achieve new realities for our clients.

Our Ashfield Leadership team



Ryan Quigley
COO,
UDG Healthcare



Colin Stanley
Global President,
Ashfield Advisory



Greg Flynn
Global President,
Ashfield Engage



Amar Urhekar
Global President,
Ashfield Health

7,000 Employees **28** Countries **30** Partnerships with top 30 global pharma companies



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PART OF UDG HEALTHCARE PLC



Use your smart phone to scan the QR code to find out more about the brand changes at Ashfield or visit:

www.oneashfield.com

Other important changes



Ashfield
Advisory



Ashfield
Engage

(Previously Commercial & Clincial)



Ashfield
Health

(Previously Healthcare Communications)

Four companies



SMARTANALYST®
an Ashfield Advisory Company



vynamic®
an Ashfield Advisory Company

PHMR

New acquisition
PHMR joining Putnam
Associates from January 2021

Five specialist areas

Medical Affairs
Market Access
Commercial
Patient Solutions



Ashfield
Event Experiences
An Ashfield Engage Company

Seven specialist agencies



Ashfield MedComms
An Ashfield Health Company



Incisive Health
An Ashfield Health Company



CanaleComm
An Ashfield Health Company



MicroMass
An Ashfield Health Company



Create NYC
An Ashfield Health Company



Mind+Matter
An Ashfield Health Company



Galliard
An Ashfield Health Company

Ashfield Digital & Creative, Pegasus and Cambridge BioMarketing will join forces to become our new Ashfield Health company, Mind+Matter.



Mind+Matter
An Ashfield Health Company

All the pre-existing medical communications brands within Ashfield Health will be retired and the teams will come together under a new global brand, Ashfield MedComms. In addition, part of Ashfield Digital & Creative will also be integrated.



Ashfield MedComms
An Ashfield Health Company

Ashfield Health companies MicroMass, CanaleComm, Create NYC, Incisive Health and Galliard will keep their names, but adopt our Penrose logo and include 'An Ashfield Health Company'.



MicroMass
An Ashfield Health Company

Ashfield Advisory companies STEM Healthcare, Vynamic, SmartAnalyst and Putnam Associates will keep their original logos but add 'an Ashfield Advisory Company'. These brands will move to a more consistent Ashfield look and feel later in 2021.



The Ashfield Engage company Ashfield Meetings & Events is now Ashfield Event Experiences.



Ashfield
Event Experiences
An Ashfield Engage Company