

somagen[™]
DIAGNOSTICS



Delivering a **better**
healthcare journey.

who we are.

Somagen Diagnostics is a Canadian **commercialization** and **market development** partner specializing in diagnostic technologies. We partner with global manufacturers to bring solutions to the Canadian healthcare market through scientific expertise, technical depth, national coverage, and hands-on in-market experience.

Our mission is to **find, distribute**, and **support** innovative technologies that fulfill the needs of medical laboratories across Canada.



We are focused on bringing meaningful diagnostic innovations to Canadian laboratories, supported by the **commercial**, **technical**, and **operational** expertise needed to drive adoption and long-term value.

Founded in Edmonton, Alberta in 1988, Somagen has grown into a **trusted partner** in the Canadian diagnostics market. With offices in Edmonton and Toronto, and a national support network, we are positioned to serve laboratories and healthcare organizations across Canada.



what we do.

Built on a national commercialization, logistics, and support network, Somagen serves as a critical link between global manufacturers and Canadian laboratories. Our strength lies in our ability to help innovative diagnostic technologies move from market entry to meaningful adoption through reliable **access**, responsive **service**, and practical **market guidance**.

Dedicated to providing
**tomorrow's healthcare
technology** to Canadians,
today.



Trusted by diagnostic laboratories across the country



Building focused and market-specific commercialization plans that support successful launch, customer adoption, and growth



Bringing strong clinical expertise, product knowledge, and industry insight to every partnership



Shaped by real-world laboratory experience and practical operational insight



Applying real-world laboratory experience to optimize technologies and workflows



Dedicated to delivering reliability, accuracy, and consistent standards of care



Partnering with global manufacturers to launch, scale, and sustain long-term success

where we play.

Clinical Chemistry

Drug of Abuse

Fertility

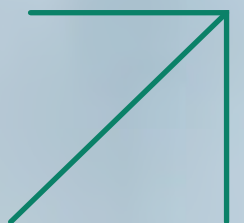
Immunology

Infectious Diseases

Pathology

Population Screening

Quality Control



We research. We listen.

We draw on clinical experience and global industry insight to identify and evaluate meaningful diagnostic innovations.

We collaborate. We partner.

We build collaborative relationships with manufacturers to navigate market challenges, accelerate adoption, and create scalable growth.

We deliver. We support.

We remain engaged beyond implementation, providing technical expertise and applications support that help technologies perform where they matter most: in everyday laboratory practice.

our
approach
to partnership.

our capabilities.

Somagen Diagnostics provides the commercial, technical, service, and operational infrastructure needed to help diagnostic technologies enter the Canadian market, gain adoption, and perform reliably in everyday laboratory practice.

Provinces

Territories

Time Zones

Bilingual

Everything we do is
driven by our purpose.

Sales, Marketing & Advocacy

- Sales and marketing led by subject matter experts with scientific backgrounds and deep market knowledge
- Market development, advocacy, and education programs that drive awareness and adoption across laboratories and healthcare stakeholders

Clinical & Technical Expertise

- National network of bilingual specialists delivering expert clinical and technical support across Canada
- Dedicated customer support resources ensuring responsive service and a seamless customer experience nationwide

Service & Support

- Manufacturer-certified field service team providing bilingual on-site support from coast-to-coast
- Service infrastructure and warehousing enabling timely response and consistent support across all Canadian time zones

Operations & Logistics

- Dual-site logistics and warehousing infrastructure strategically positioned across Canada to ensure reliable supply and business continuity
- Established operational infrastructure that allows partners to scale quickly without building their own Canadian organization

Tenders & Procurement

- Experienced contract and tender specialists dedicated to identifying, pursuing, and securing procurement opportunities
- Strategic procurement support to navigate purchasing processes and maximize commercial opportunities

Regulatory

- Dedicated regulatory expertise to support Canadian market entry and product readiness
- Proactive monitoring of regulatory changes and provincial compliance requirements to support continued market success

our values.

We are committed to partnering with organizations that share our values.



Integrity



Collaboration



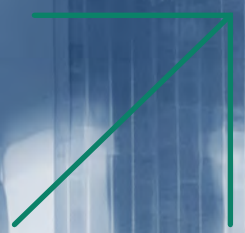
Quality



Expertise



Vision



Deliver

value in healthcare by acting responsibly toward our people, partners, and communities.

Invest

in employee wellbeing, inclusion, safety, and professional growth.

Uphold

strong ethical, governance, and compliance standards in all business relationships.

Work

to reduce environmental impact through greater efficiency and waste reduction.

our
guiding principles.

our corporate foundation.

Somagen Diagnostics, incorporated in 1988 is wholly owned by **Diploma PLC**. Diploma PLC is an international group based in London, UK, that distributes specialized products and services to a wide range of segments in three sectors, **Life Sciences, Controls**, and **Seals**. Diploma PLC is a publicly traded company on the London Stock Exchange's FTSE100 index. Diploma's purpose is to **innovate, create** and **deliver** value-add solutions for a better future.



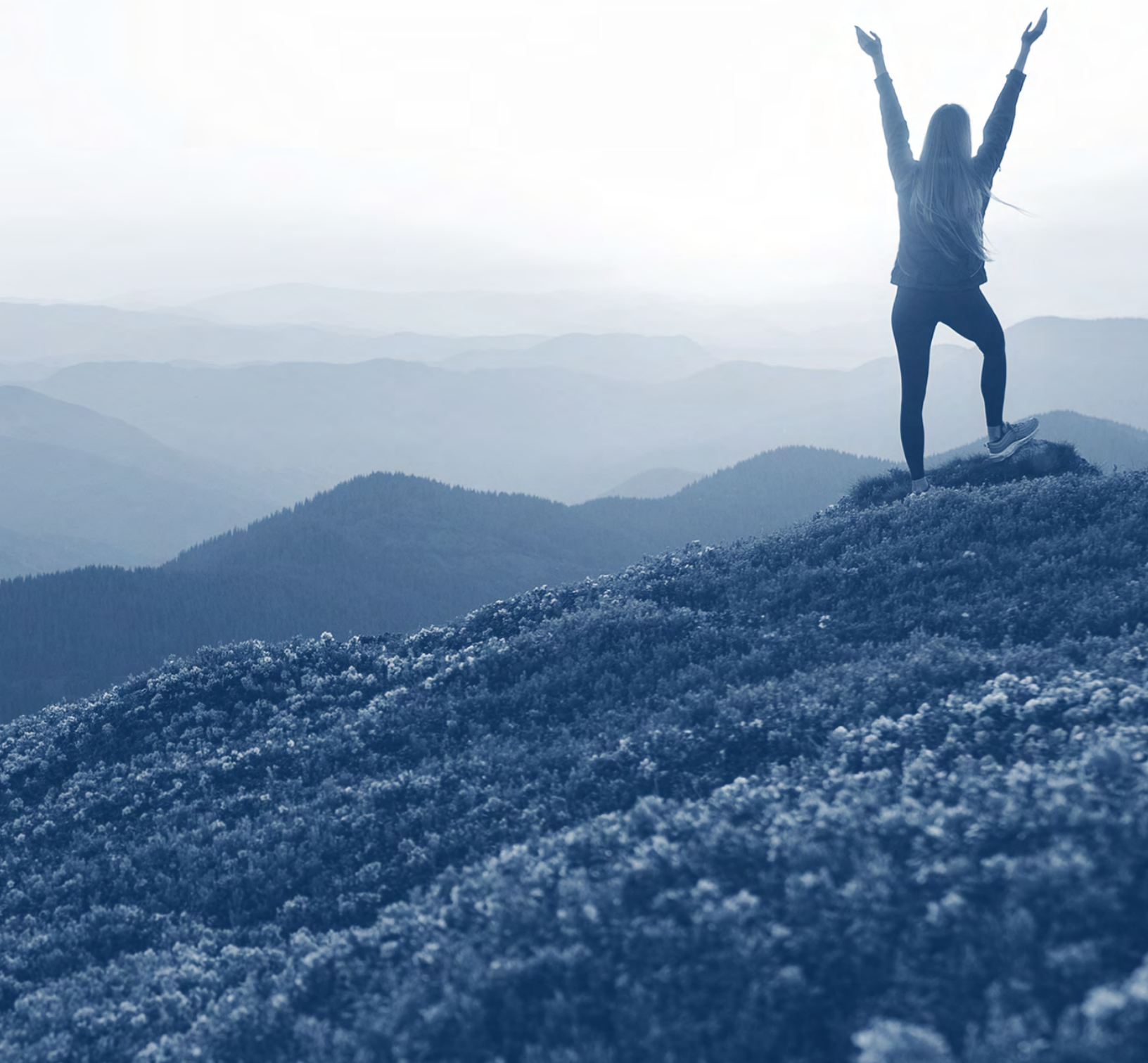
partner with us.

Choosing the right Canadian partner is about more than market access. It requires a team that understands your technology, represents your brand with credibility, and has the commercial, technical, and operational depth to support adoption in the Canadian laboratory market.

Somagen leverages its extensive Canadian footprint and market expertise to drive successful in-market execution, delivering **scientific expertise, application support, field service**, and **customer engagement** at every stage. Through strategic partnerships with manufacturers, we accelerate adoption, drive sustainable growth, and help innovative technologies achieve market leadership in real-world laboratory settings.

Whether you are introducing an emerging innovation or expanding an established portfolio, Somagen is committed to helping your technology **gain** traction, **grow** sustainably, and **reach** its full potential in Canada.

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