

Our Impact

- We are developing a new generation of clinical tests with the potential to transform both prenatal and women's reproductive health
- Our tests will provide mothers with a more detailed and comprehensive understanding of their pregnancy and their reproductive health
- The information we deliver in relation to a pregnancy will potentially be provided at a much earlier gestational age than has previously been possible
- The results of our tests will at times inform one of the most critical and challenging decisions that a mother or family will ever have to face, and as such, we must strive to always provide accurate, reliable and responsible information

Our Decisions

- We will make product decisions considering the potential impact to the mother and her family
- We will visualize the *Mother in the Room* as a real person and strive to do what she would want
- We will think of what we would want for our own mothers, children or friends
- We will remember that individual mothers and families have different circumstances, needs and wishes
- We will keep ourselves to a standard of objectivity without bias to a particular viewpoint

Our Judgement

- We will actively seek out and listen to mothers to best address their needs
- We will partner with medical societies, physicians and patient advocacy groups who care for mothers and families, to support their work on behalf of the patient
- We will remember that more is not always better
- We will never forget we have an obligation to do no harm

Our Duty

We have a duty of care to:

- Always provide the highest quality of clinical information
- Deliver results in the shortest time possible but never at the expense of result quality
- Rigorously test the performance of our solutions and only release products once we are confident of consistently achieving performance claims
- Only deliver clinical tests that add 'real value' to the management of a pregnancy or to a woman's healthcare
- Make sure that clinical test results are only communicated through a medical professional - *Patient Directed, Physician Mediated*
- Educate physicians about our tests, their limitations and available resources for patient support when an abnormal result is identified
- Deliver educational tools that explain to mothers in clear and simple terms the content and limitations of our tests
- Deliver clinical reports that are clear and concise - to avoid any confusion
- Provide access to high-quality genetic counseling
- Connect mothers and families with resources to help them navigate their personal decision-making journey
- Avoid guidance that will inappropriately influence the personal decision of a woman in how she wants to manage her pregnancy or reproductive healthcare

Our Priority

- We commit to Mothers and Families Always Coming First!
 - Before employees
 - Before physicians
 - Before shareholders
- If we look after mothers and those supporting their needs, then we will be doing what's right while best positioning our company for future success