

Our Strategy

Build on our success in COVID-19 testing to expand test menus in areas adjacent to COVID-19, and then into other prioritised market segments, delivery systems and geographies.

Test Menu Expansion →

Instrument Expansion →

...underpinned by compelling IVD market dynamics

Build on Novacyt reputation for quality and innovation based upon its ability to rapidly develop new diagnostic reagents. Well positioned with one of the most comprehensive research use only PCR menus in the world and over 60 CE Mark approved clinical diagnostics tests which will continue to grow through this strategy.

Test menu expansion

- COVID-19 testing - Continue to expand Novacyt's COVID-19 test menu to include additional COVID variants as they are identified and any reagent innovations which support testing efficiencies and results delivery.

- COVID-19 Plus testing - Targeted menu expansion into closely adjacent areas of COVID-19, e.g., Flu A, Flu B, biomarker monitoring to predict COVID progression / response to treatments (e.g., IFI27 biomarker for COVID-19 disease severity) to diagnose conditions in infected / recovered patients (e.g., factors related to "long COVID").
- Post-COVID testing - Addressing unmet testing needs beyond COVID-19 building on its support for established central lab customer base with high value test menus, such as pathogens resistant to antimicrobials (e.g., Carbapenemresistant Enterobacteriaceae), sepsis, transplantation (CMV, EBV, BKV) as well as building test menu for its near patient strategy.

Underpinned by our strong bioinformatics and test design expertise coupled with extensive regulatory capabilities.

The acquisition of IT-IS has provided Novacyt with a strong mid-throughput near-patient PCR testing platform with the q16 and q32 instruments which are being deployed in multiple near patient markets for use in COVID-19 testing.

- Expand placements of q16's and q32's and build out the specific test menu beyond COVID-19 based on the use-case requirements of the various placements.
- Develop multiple tests (multiplexing) leveraging the Company's core expertise in chemistry development coupled with its near patient instrumentation technology.

Geographic Expansion

- Estimated global market size of \$69.5 billion in 2020(1) with the IVD industry set to experience steady growth and continued consolidation
- Growing at a 5-year CAGR of 5%, with some analysts expecting IVD market to top \$114 billion by 2030
- Aging world population
- Increased technological innovation
- Rising living standards in developing countries
- Industry consolidation
- An increase in incidence of chronic and infectious diseases

- Follow the shift towards further decentralised testing through the development of high utility tests in areas including asymptomatic infection control (e.g., Norovirus, C. Diff) sepsis differentiation meningitis and neonatal differentiation (e.g., Echovirus; Listeria).
- Further expand decentralised testing opportunities through protein based diagnostic technologies including lateral flow which will be developed, licensed or acquired by the Company.

Novacyt has invested heavily in the UK with over 40 people in sales, field support activities and marketing, which puts the Company in a strong competitive position. This direct sales model will be replicated in selected target markets overseas.

- Geographic expansion particularly with a focus in direct sales, marketing and distribution beyond the UK.
- Focus on organic and acquisition investments.
- High priority geographies include the US, Germany and other European markets.
- Targeted organic investment has already commenced in the US with the recent appointment of a US General Manager.