



Since becoming The Automation Partnership's CEO in 2009, David Newble has been reshaping the company's business strategy, to build on its core competence in automated cell culture and broaden the product portfolio.



To reflect this change, the senior management team has decided now is the right time to rename the company **TAP Biosystems**. In this transcript of David's online video briefing, he shares his personal views on The Automation Partnership's evolution and what it means as TAP Biosystems moves forward into new markets and new territories.

The video briefing can be viewed online at the TAP Biosystems web site: www.tapbiosystems.com

“ Historically, The Automation Partnership is known as the company that supplied automated HTS, compound management and cell culture systems. However, in the past five years we have evolved to include a much broader product portfolio. We have developed a range of benchtop systems and consumables to improve productivity in diverse areas such as bioprocessing, vaccine production, cell therapy and in-vitro cell testing.

Our compound stores and HTS systems remain at the core of many major pharma's drug research programmes. However, new challenges such as improving production of protein based therapeutics and finding ways of cost-effectively scaling up production of cells for use in regenerative medicine are now key drivers in many pharma and biotech companies. Additionally, there is a drive for more physiologically relevant cell models to better predict drug behaviour. To meet these challenges and ultimately reduce the cost of goods of new therapies, we will continue to develop cell processing systems combined with novel sensing technologies and consumables. Together these will enable better analytical techniques and drive productivity improvements.

Many of our existing customers already know and refer to us as TAP, so it seemed logical to keep TAP as part of our corporate ID. We have added 'Biosystems' to reflect our broader product portfolio, which includes a focus on improving the reproducibility of the biological processes - central to so much of today's drug discovery, development and manufacturing. The name **TAP Biosystems** reflects what we are today and will help scientists in our new target markets and new regions such as Asia Pacific to have a much clearer understanding of where we are positioned in the life science industry.

As TAP, we have built an enviable reputation for supplying high quality systems, as well as providing long term technical and service support for the world's leading pharma and biotech firms. As TAP Biosystems, our customers, wherever they are, can expect the same level of care and innovation from us, ensuring our systems will stand up to the test of the ever changing life science landscape, not just today, but for many years to come. ”