



LIFE SCIENCES SYSTEMS



ATS LIFE SCIENCES SYSTEMS
PARTNER NETWORK
2023

Content

2	OVERVIEW
2	VALUE PROPOSITION
3	PARTNERSHIP ECOSYSTEM (LEVELS)
3	Alliance Partner
3	Support Partner
4	Network Partner
4	PARTNER ROLES AND RESPONSIBILITIES
5	HOW ATS SELLS
5	Engineer to Order
6	Repetitive Equipment Manufacturing
6	Products
6	Reselling and Distribution
6	LEADS AND OPPORTUNITIES
7	Partner Lead Management
9	PARTNERSHIP ROLES AND RESPONSIBILITIES
10	JOINING THE NETWORK
10	Phase 1
10	Phase 1 Actions
10	Outcomes
10	Phase 2
11	Phase 2 Actions
11	Outcomes
11	Phase 3
11	Outcomes
11	PARTNER COLLATERAL

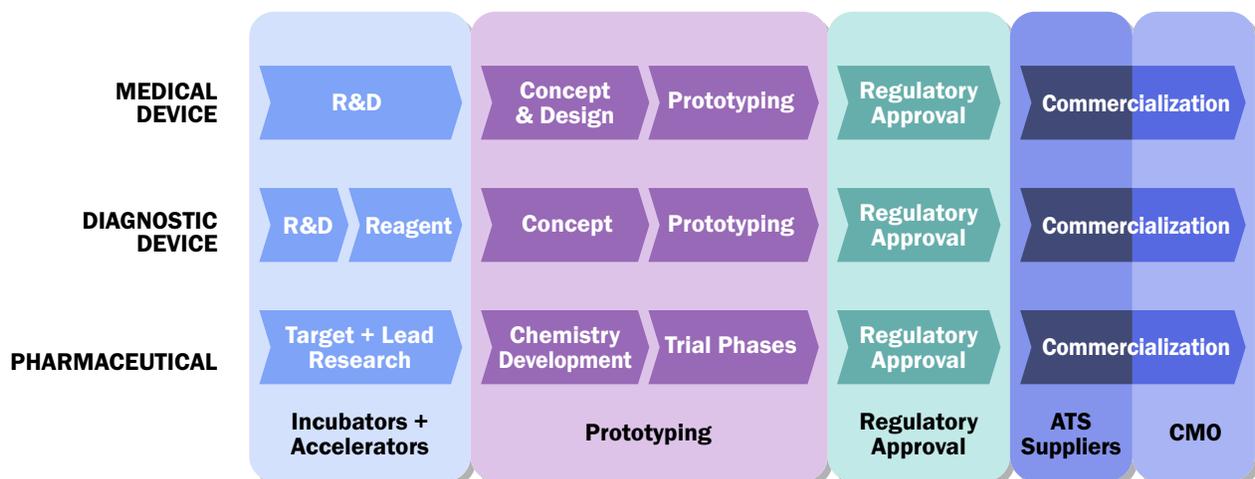


Overview

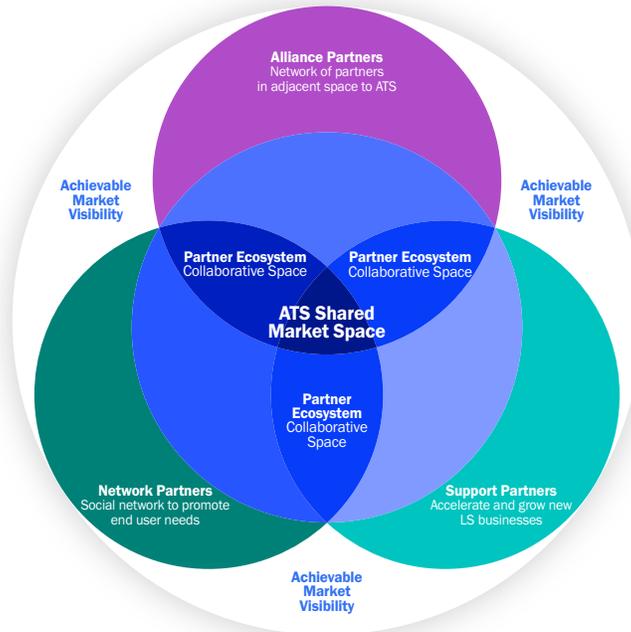
The goal of the ATS LS partnership network is to develop a network of partners that can work collaboratively to gain brand exposure to the B2B automation market. Working as a partner with ATS will increase exposure for our partners to automation expertise and additional sales opportunities. The partnership program should be a collaborative network where ATS works with partners to bolster offerings and expand on areas where ATS does not provide services (ie. Robotics, R&D, Trials). ATS Life Sciences works primarily within 3 different LS segments; Medical Device, Diagnostics and Pharmaceuticals, our partners will be able to support mutual growth in any one of these three areas.

Value Proposition

The value of the ATS LS partnership network is the power of working on all levels of device, diagnostic and pharmaceutical development through to commercialization. Our ecosystem allows our partners to find new customers and new opportunities while supporting end user development. On the front end of the design process our Support Partners can help develop the end customer product to prepare them for commercialization. As we move through the development process, we can connect the end user with our Network Partners while they work through trials and approvals. Finally, the Alliance Partners can find opportunities anywhere along the value stream and help support end user development, ultimately leading to OEM product integration in the full-scale automation system.



Partnership Ecosystem (Levels)



Alliance Partner

Alliance Partners are defined as strategic partners who wish to expand their business by selling through ATS or associating their OEM products with ATS automation systems. Suppliers to ATS and Contract Manufacturers are examples of Alliance Partners who jointly sell with ATS and bring leads forward in a strategic manner to cooperatively sell. Alliance Partners will be required to train ATS applications team, marketing team and sales team on what OEM product the partner offers that bolsters the collaborative solutions, and how ATS can sell partner products in ATS solutions. In return, ATS will be required to train the Partner sales team on ATS systems and how to identify and bring forward opportunities to the ATS team for a collaborative sales approach.

Example Entities

- Suppliers
- CMO/CDMO

Support Partner

Within the ATS Ecosystem Support Partners are defined as partners who will be working with ATS to mutually grow end user business. Design houses and Accelerator spaces are examples of support partners. ATS may work with Support Partners to bring them leads or companies that need product design or space to work on their new product development. ATS support partners will work closely with ATS to cross-brand and support as needed with respect to Pre-Automation Services or providing equipment in accelerator or incubator space.

Example Entities

- Incubators
- Accelerators
- Design Houses

Network Partner

Network Partners are considered partners who can help boost the network reach and market space of ATS. Thought Leaders, Trade Organizations and Media outlets are examples of Network Partners as defined in our ecosystem. These partners will be provided with content and expertise as well as input from ATS on matters that affect the world of medical device, diagnostic and pharmaceutical manufacturing. Network partners will organically drive traffic to ATS through their promotion of ATS content and capabilities, where ATS will support with automation expertise and guidance to the network partner audience.

Example Entities

- Trade Organizations
- Thought Leaders
- Media Outlets

Partner Roles and Responsibilities

Business & legal requirements	Alliance Partner	Support Partner	Network Partner
Accept and comply with ATS Non-Disclosure Agreement, and potential Master Supply Agreement	Y	Y	Y
Meet and comply with ATS standard Codes of Conduct, & Standard Terms and Conditions of Sales	Y	Y	N/A
Resell ATS products as delivered without alterations.	Y	Y	N/A
Register Engineer to Order systems opportunities with ATS and work through opportunities by supporting with required technical or commercial expertise	Y	Y	N/A
Provide product support to end user on any OEM equipment integrated into the ATS system, for complete end user	Y	N	N
Accrual of Commissions from opportunities delivered to ATS (50% will go to Joint Marketing)	Y	Y	Y
Commercial Requirements			
Purchase ATS Products Direct from ATS Automation	Y	Y	N/A
Purchase ATS Systems and Product Spare Parts from ATS Automation	Y	Y	N/A
Attend ATS Sales and Services Training	Y	Optional	Optional
Attend ATS Sales Calls (As Needed)	Y	Y	N/A
Staffing Requirements & Recommendations			
1 Point contact to manage Opportunities and Leads (Sales Leader)	Y	Y	Optional
1 Dedicated SME for our Applications and Systems team to engage with for quoting and design specifications	Y	N	N

Marketing Requirements	Alliance Partner	Support Partner	Network Partner
Joint Marketing Campaigns	Y	Y	Y
Accrual of Marketing Dollars from Opportunity Generation	Y	Optional	N
Attend ATS Marketing Events	Y	Y	Y
Attend ATS Marketing Summits	Y	Y	Y
When applicable, accept Sales Qualified Leads (“SQLs”) from potential end-user Opportunities from ATS Automation or its Partners and assist in the qualification & sales pursuit efforts to convert to an ATS or Partner Win	Y	Y	N
Display ATS Automation logo(s) on website & marketing collateral	Y	Y	Y
Promote ATS in Shows, Events, Open Houses, etc.	Y	Y	Y
Sales Expectations			
Joint sales calls and opportunity meetings	Y	Y	N/A
Joint Prospecting calls and sales team collaboration events	Y	Y	N/A
Annual sales growth targets and mutual improvement plans	Y	Y	N
Annual opportunity targets set out on each individual contract	Y	Y	N
Meeting & Reporting Requirements			
ATS report on lead progress throughout ATS internal opportunity process	Y	Y	N
Monthly sales opportunity pipeline reviews	Y	Optional	N
Quarterly partnership meeting	Y	Y	N
Annual partner updates and reviews with leadership	Y	Y	N
Annual ATS Partner Event (when applicable)	Y	Y	Y

How ATS Sells

ATS Automation is a global automation ecosystem with a focus on engineer-to-order systems, where ATS designs, develops, and installs a custom automation solution for specific products or devices. ATS, however, also sells repeat build-to-print systems, repetitive equipment manufacturing services and products. As an ATS partner your company will be able to work with the full range of ATS tools and services.

Engineer to Order

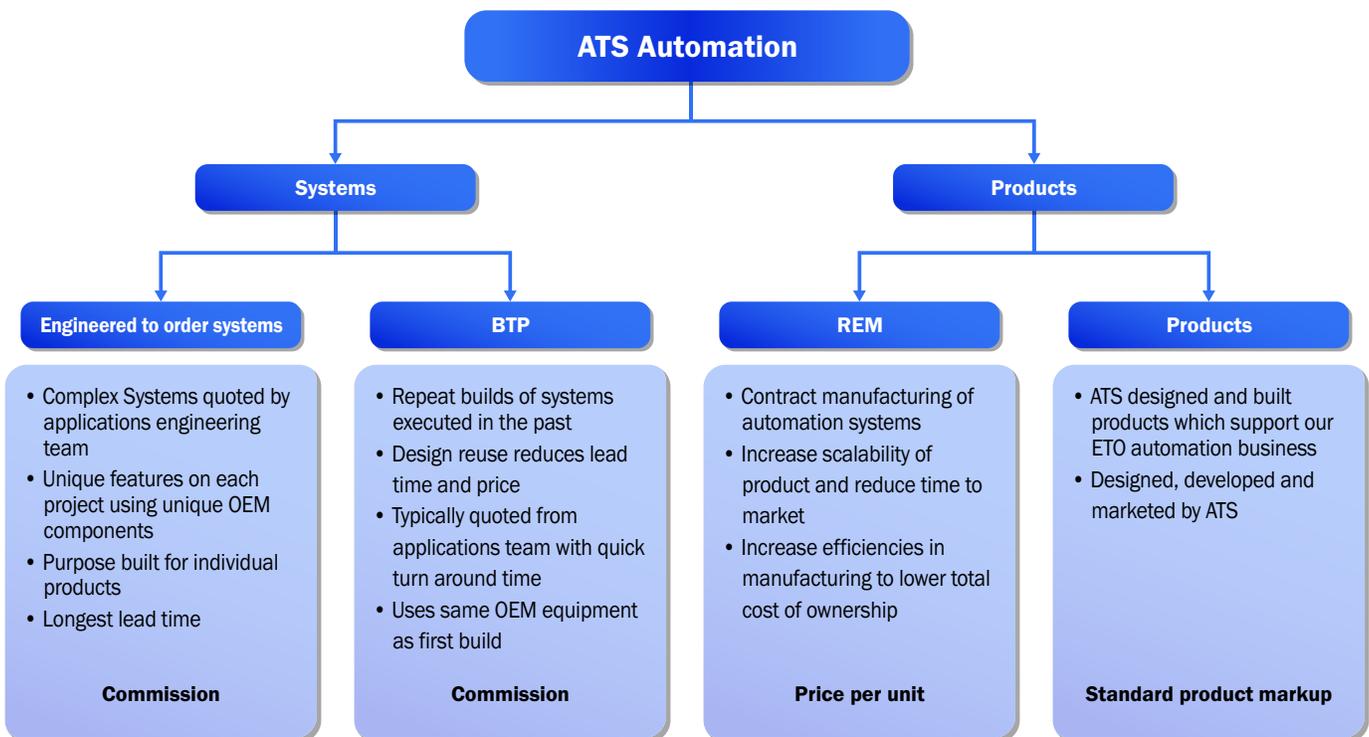
Systems which are designed and built for a specific product with a fully-defined user requirement specification. These systems involve complex processes that must be developed and engineered specifically for the solution. This business is the focus of ATS Automation Life Sciences, where we develop these systems for any high-volume low-mix products that have a complex assembly and require automation for product integrity and accuracy.

Repetitive Equipment

ATS also manufactures equipment directly for our end users and acts as a small volume contract manufacturer for automated equipment. This business is not restricted to the life science space. In the past we have executed packaging jobs, large centrifuges, and lab equipment as well as diagnostic automated lab workstations.

Products

ATS has groups of companies either within or external to Life Sciences where we manufacture standard products such as SuperTrak, liquid dispensers, Symphoni Cells and other automated products. These products are available to our partners to be used and integrated into their solutions or use in conjunction with their solutions. The details of resale for these products can be negotiated in the contract agreements put in place.



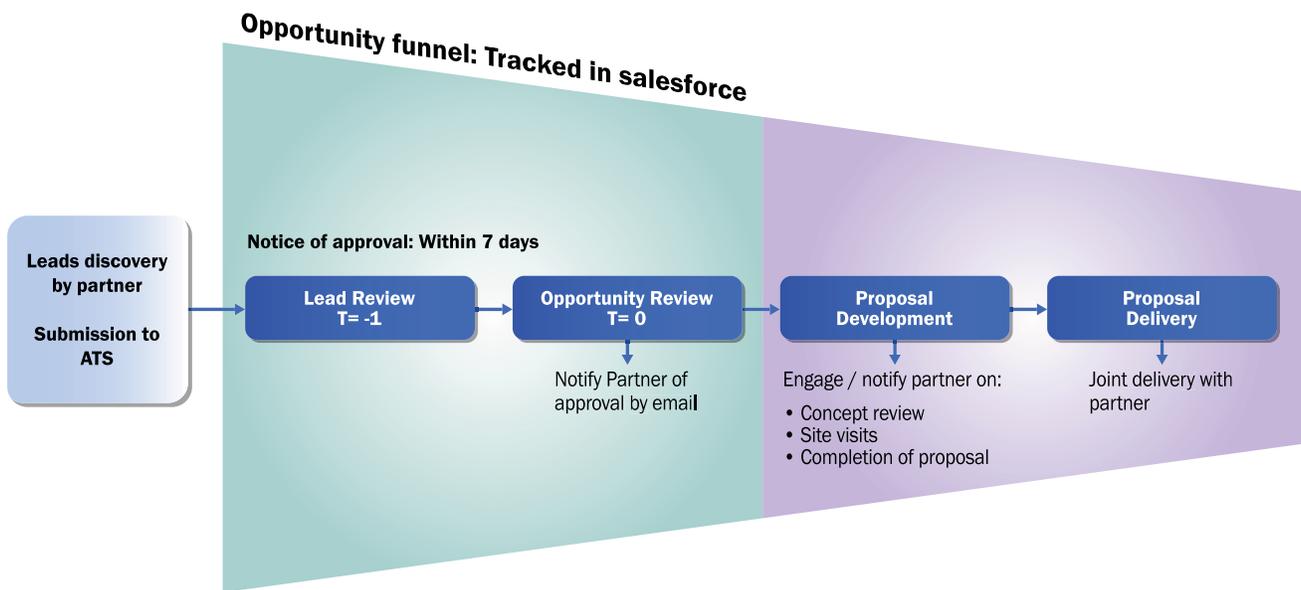
Reselling and Distribution

ATS partners can resell and distribute ATS products if they wish. A separate contract will need to be developed to align on pricing and sales structure for individual ATS products.

Leads and Opportunities

ATS has a well-defined system for lead processing and approval. Any Partner level will need to familiarize themselves with the opportunity qualification process from ATS. ATS will inform our partners and keep in close communication on the joint pursuits we are working towards so that the partners have full visibility on the opportunities.

Partner Lead Management



ATS will work with the partner company to determine lead internal team assignment and routing. ATS will always work with the partner to address the lead and never go direct to the end customer or circumvent the partner. Should there be a lead that is already known to ATS, ATS partnership manager will be transparent and indicate that we are already engaged with the lead and will be pursuing internally, and that the partner will still have the ability to work with ATS on the project.

Definition of Lead

An identified project that has a point contact who is actively sourcing equipment for capital procurement with purposeful intent.

Leads become opportunities when they pass T=-1

Stages of Opportunity Pursuit:

- Sales Acceptance
 - If not already an ATS Opportunity
 - If the technology is a fit with ATS offerings
 - If the Opportunity is commercially viable
- T=0 Approval
- Concept Review Stage
- Proposal Delivery Stage
- Follow-Up calls as needed until POAL

Examples of reasons for rejecting partner opportunity:

- Opportunity already engaged with ATS
- Product design not locked down (Too Early)
- Product not a fit for ATS (Limited Assembly or Standard Solution)
- Not commercially viable project (No Funding)
- Program Risk too high / Not enough ATS added value

Rejecting Leads

If a Lead is rejected, we will still work with the partner to help achieve the goals of the end customer by recommending the correct course of action.

Lead Flow

ATS will send leads to partners when applicable (Design Assistance, Startup Help, Etc.) in order to support the end user need. Partners do not have to pay ATS for these leads.

Any entity is able to send a lead to ATS and can earn a commission on that lead, provided the lead is approved and the opportunity is won. Payment of commissions and marketing dollars will be once the purchase order is issued to ATS.



Partnership Roles and Responsibilities

	Alliance Partner	Support Partner	Network Partner
Recommended Point Person	<ul style="list-style-type: none"> • Strategic Partnership Leaders • Sales VP • Business Development Leader 	<ul style="list-style-type: none"> • Strategic Partnership Leaders • Sales VP • Business Development Leader 	<ul style="list-style-type: none"> • Membership Coordinators • Editors
Benefits to Partner	<ul style="list-style-type: none"> • First in line to quote for ATS projects • Sourcing partner equipment will be used on system where feasible • Co-Marketing “ATS with Partner” • Consignment Cells • Front of the line quoting (designated Apps) – Quick Turnaround • Newest ATS Technology • Cooperative Product or System Development • Commissions & Marketing Dollars* 	<ul style="list-style-type: none"> • Leads for Design and Development Work • Co-Branding and Promotion • Design for Automation (PAS Input) • Automation Expertise • Membership Fees** • Commissions & Marketing Dollars * 	<ul style="list-style-type: none"> • Membership Dues • Expert Knowledge on Panels and Committees • Committee input • Payment for Ads • Content expertise • Commissions & Marketing Dollars *
Partner Roles and Responsibilities	<ul style="list-style-type: none"> • Prospecting and jointly selling ATS systems and solutions • Training ATS on OEM equipment and services • Engaging meaningfully in monthly KPI calls and adjusting operation as needed to be successful • Committing Sales and Marketing team to work collaboratively with ATS Team • Working with ATS as first right to refusal for automation projects in the Life Science Space • Quickly informing ATS of projects and proposal needs • Commitment to collaborative sales approach leveraging ATS technical expertise 	<ul style="list-style-type: none"> • Work with end user and ATS to solve design needs • Transparency with ATS on the end user readiness for commercialization • Engagement with PAS team to assist with URS when ready for automation • Promote the use of certain ATS product where there is a need or fit • Allow ATS to work with companies in the collaborative space • Acquire select ATS equipment where needed to support the growth of companies in the incubator/accelerator space 	<ul style="list-style-type: none"> • Publish ATS content • Involve ATS in panelist discussions
Benefits to ATS	<ul style="list-style-type: none"> • Leads for new ETO opportunities direct from supplier sales team • Exposure to biggest supplier customers (Equipment Replacement + ATS integration) • Improved ATS sales network by leveraging supplier sales team • Connections in existing accounts to new geographies or divisions • Access to all Life Sciences automation opportunities • First right of refusal on ETO opportunities • Product development (Symphoni, SuperTrak, Standard Products) 	<ul style="list-style-type: none"> • Early-stage engagement • Build PAS funnel • Future opportunities based on design leads • Access to scaling Med Device and Diagnostic companies • Insight into industry trends 	<ul style="list-style-type: none"> • Exposure to entire trade organization events and committees • Ability to position ourselves as “Thought Leader” in automation • Give presentations and provide automation expertise in end user markets • Promote ATS Automation through articles in magazines • Highlighting some ATS standard offerings

	Alliance Partner	Support Partner	Network Partner
ATS Roles and Responsibilities	<ul style="list-style-type: none"> • Developing Partner Contract • Training sessions that demonstrate the full range of ATS products and service • Regular call cadence on opportunities and leads • Sales support from ATS • Reselling and distribution structure/ price on ATS Products (SuperTrak, Illuminate, SmartVision) • Training on product offerings for joint opportunities • Consignment equipment • Concierge applications quoting • Technical expertise and support to win new customers 	<ul style="list-style-type: none"> • Lead passthrough/ Process guidance • Joint opportunity PAS development • Presentations on Automation • Prospecting on companies ready to commercialize • Advertising ATS brand in cooperation with Incubators 	<ul style="list-style-type: none"> • Panel and presentation opportunities • Attending networking events • Posting to blogs and newsletters • Regular posts and content • Positioning as thought leader • Supporting industry leaders with content • Running ads
<p>*Commissions earned will follow the commission schedule on the partnership agreement. 50% of the commission paid to the partner must be used as joint marketing funds with ATS for collaborative marketing.</p> <p>** Membership fees are paid by ATS to join the trade organization in addition to any individual event fees.</p>			

Joining the Network

Phase 1

In order to join the network, we must first assess the viability of the partnership collaboratively to ensure there is mutual benefit for the Partner and for ATS. A first meeting will be scheduled to discuss the partnership network and how the partner can contribute and begin to outline the requirements from the Partner and ATS.

Phase 1 Actions:

1. Present Partner capabilities to ATS partnership manager
2. ATS to present services and offerings to point contact and leadership
3. Alignment on level and requirements
4. NDA signing

Outcomes

- Leadership and stakeholder buy in
- High-level understanding of each other's business and market space
- Mutually-protected intellectual property

Phase 2

The second phase will require the Partner to sign on with ATS as a registered partner and agree to the goals and KPIs. At this phase we will begin knowledge transfer between ATS and the Partner with key stakeholders.

Phase 2 Actions:

1. Present ATS sales process and capabilities to Partner sales and marketing team (Partner Training)
2. Partner to present their offerings and services to ATS internal supply chain and applications team
3. Contractual agreement on KPIs, expectations and review cadence and marketing dollars accrual

Outcomes

- Agreement on roles and responsibilities
- Agreement on reporting cadence
- Trained Partner team and ATS team

Phase 3

The final phase is the execution aspect of the program and the regular cadence of reviewing opportunities. At this stage we will work to strengthen our offerings and be thoroughly engaged on all levels of leadership and sales. The key outcome from this phase will be sales and revenue growth as well as brand and recognition growth within the life sciences market.

Outcomes

- Sales growth
- Brand recognition growth
- Development of a collaborative ecosystem

Partner Collateral

Partners in the ATS network will agree to use of their logo on ATS websites and marketing products. ATS will also grant access to the partners to use ATS logos and trademarks on their websites and marketing material. ATS will also grant access to the use of website content by the partner for the promotion of ATS offerings and products.

