

DIASORIN UNVEILS ITS NEW CORPORATE IDENTITY AND LAUNCHES THE NEW GROUP WEBSITE: WWW.DIASORIN.COM

Saluggia, Italy - October 24, 2023 - Diasorin (FTSE MIB: DIA) unveils its *new Corporate Identity* on the launch of its new Group website: www.diasorin.com.

Diasorin's new Corporate Identity is designed to reflect the Group's extensive history of growth and its role as "Specialist" in the field of immunodiagnostics and molecular diagnostics through the introduction of biomarkers and diagnostic algorithms to the market, and emphasizes the innovative technological aspect brought by Luminex's Molecular Diagnostics and Licensed Technologies divisions.

The Group's new brand represents another important achievement. On the one hand, it marks a milestone in the Group's global expansion and, on the other, it indicates progress in the integration of Diasorin and Luminex.

The *new Corporate Identity* revitalizes the graphic style of the various brands without altering the structure and reference to the Group's corporate identity.

At the center of the Group's new visual identity, we find the symbol of a "drop" originated from the letter "D" in the logo, which represents the starting point of research and diagnosis, that is, the sample to be analyzed. The drop symbolizes Diasorin's mission to bring innovative diagnostic solutions to the market, making test results accurate, quick and valuable to physicians, enabling them to provide clear and confident answers to patients about their health status.



The evolution of the *Corporate Identity* is also another significant achievement in the ongoing integration process, which began after the acquisition of Luminex in July 2021. The Group operates in three business lines: immunodiagnostics and molecular diagnostics, which fall under the in-vitro diagnostics (IVD) sector, and *Licensed Technologies*, which align with the Life Science sector.

These three distinct lines of business are visually represented as follows:

- Activities in the field of in-vitro diagnostics are jointly represented under the single brand name "Diasorin".



- The Licensed Technologies business maintains its positioning, staying true to its roots through the revamped "Luminex" brand, within the Group's other business lines.

Luminex

"We are proud to announce the rebranding of the Group, which defines a unified and contemporary identity spanning all business lines," said Carlo Rosa, CEO of Diasorin. "In this context, it is crucial to emphasize the significance of a cohesive and united Group that continues to establish itself as a diagnostics specialist and a leading player in the Life Science sector."

About DiaSorin

Headquartered in Italy and listed at the Italian Stock Exchange in the FTSE MIB Index, DiaSorin is a global leader in the In Vitro Diagnostic (IVD) field and is active since 2021 in the Life Science business. For over 50 years, the Company has been developing, producing and marketing reagent kits used by diagnostic laboratories worldwide.

The Group operates in 5 continents through 39 companies, 4 branches, 10 manufacturing facilities and 9 research and development centers. The extensive diagnostic testing and Life Science offer, made available through continuous investments in research, positions DiaSorin as the player with the broadest range of specialty tests available within the diagnostic market, and identifies the Group as the "Diagnostic Specialist".

More info at www.diasorin.com

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