



BioSynchronicity Corporation

Guiding Principles

Excellence

BioSynchronicity™ is a firm dedicated to the pursuit of excellence. BioSynchronicity™ knows that excellence is an ongoing and evolving process that is continuously and systematically improved through the combined perspectives of our investors, our team, and our customers. We are committed to constantly pursuing, and building upon this dedication to excellence.

The Details

The crux of our work is in the details. We dig deep into the most minute of details to reveal what others have missed. It is this search in the details that allows us to discover true value and find the very best answers. We will never settle for the status quo because of our commitment to excellence and because we know that hidden within the details is, by definition, reduced risk and/or improved returns for our investors, and better-quality products for our clients.

The Team

BioSynchronicity™ is only truly empowered as a team. As individuals we cannot possibly anticipate all of the nuances of a situation. Our combined intellect and insight exceed the sum of our parts, and our ability to work collectively, leveraging all insights, experiences and abilities, is the key to our continued success. While individual creativity and independent thinking are always encouraged, we will only reap the most remarkable results when we capitalize on the intellectual collective of our different perspectives. Diversity is a key pillar of our team building objectives. As a member of the BioSynchronicity™ team, we will hold each other accountable for imparting our knowledge to each other and acknowledge that for our continued success and the protection of the best interest of our investors and clients, our individual expertise must be shared.



Intellectual Curiosity

We recognize that it takes constant intellectual curiosity to fully explore the possibilities of this business venture. We will therefore go to extraordinary lengths to explore issues and situations to their logical conclusion, while maintaining an environment where such exploration is encouraged and supported. We will always ask questions, even when we feel certain that we know the answers. Regardless of role within the organization, we are all expected to passionately and meaningfully debate all of the issues we encounter. We will do this respectfully, keeping in mind that it is not personal; it is driven by our commitment to the best interests of our investors and clients. After all, it is intellectual curiosity that will ensure we identify and uncover all the angles and subtleties of a situation, and enable our continued collective and personal development.

Superior Products

Our ability to efficiently deliver reliable, affordable, and innovative diagnostic medical devices is our foremost competitive advantage. It is what unquestionably sets us apart and what will unquestionably be the “catalyst” for our lasting success. We don’t pretend to be the smartest; we strive to be the hardest working and most thorough research, development, and manufacturing team. We will approach every project with vigor and absolute resoluteness. We will mentor and coach each other to ensure that we continuously hone, invest in, and master our product manufacturing and delivery excellence.

Reputation

Our reputation is at the heart of our business. The quality of our people and our products, and our dedication to achieving the highest level of excellence, ethics, and integrity are paramount to our reputation. We will hold ourselves up to the highest levels of integrity and ethical standards, and instill pride in the BioSynchronicity™ name and brand. We will lead by example, treating our team members, our investors, and all of our stakeholders with the utmost respect. Our reputation for excellence is, and will continue to be, our greatest asset.

Diversity, Equity, Inclusion

We value the diversity of our staff and associates. We are committed to systematic change that promotes equity and inclusion for all staff and associates. We are committed to an ongoing practice of identifying and responding to the causes and impacts of inequitable norms, policies and procedures while working to create a culture that centers on care, equity and social justice.