



## NEWS RELEASE

# Hologic Ranked #1 for Mammography Service, System Performance and Customer Satisfaction

2/8/2022

--Global leader in women's health once again recognized with three IMV ServiceTrak™ Awards for mammography--

MARLBOROUGH, Mass., February 10, 2022 – Hologic, Inc. (Nasdaq: HOLX), an innovative medical technology company primarily focused on improving women's health, swept the 2021 IMV ServiceTrak™ Awards for Mammography, taking home awards for Best Service, Best Customer Satisfaction, and Best System Performance. This is the ninth consecutive year Hologic has been ranked first in the industry for Mammography System Performance and Customer Satisfaction and the seventh year running for Mammography Service.

"Since bringing the Genius® 3D Mammography™ exam to market, we have consistently received top marks for mammography," said Jennifer Meade, Hologic's division president, Breast & Skeletal Health Solutions. "We are thrilled to receive this recognition once again from IMV, reinforcing our standing as the partner of choice for facilities seeking superior breast health technology, exceptional service and support, and unwavering reliability – so that our customers may focus on what truly matters, providing the best care possible to their patients."

Hologic's Genius exam is the only mammogram FDA approved as superior to conventional mammography for all women, including those with dense breasts.[1] It also detects 20-65% more invasive breast cancers compared to 2D mammography alone.[2]

"Many of our customers come to Hologic to access our industry-leading equipment and technology, and they stay with us because of our exceptional service and support," said Erik Anderson, president of Global Services at Hologic. "As the most highly ranked service provider in the mammography industry,[3] our SureCare® Services stand apart from the rest, allowing our customers to deliver the best care possible, uninterrupted."

SureCare Service from Hologic offers a variety of service plans designed to help customers get the most out of their investment. Options within plans include maximum uptime guarantees, predictive analytics\* to address equipment issues before they occur, and state-of-the-art connectivity to provide real-time insights on how to optimize business and clinical outcomes. The Company's 750-strong team of veteran service and support experts includes factory-trained field engineers solely focused on servicing Hologic systems, in addition to highly qualified clinical applications specialists who assist new users along every step of setup, on-site training, and beyond.

To learn more about SureCare Service from Hologic, visit [www.Hologic.com/SureCare-Service](http://www.Hologic.com/SureCare-Service).

### About Hologic, Inc.

Hologic, Inc. is an innovative medical technology company primarily focused on improving women's health and well-being through early detection and treatment. For more information on Hologic, visit [www.hologic.com](http://www.hologic.com).

The Genius® 3D Mammography™ exam (also known as the Genius® exam) is acquired on the Hologic® 3D Mammography™ system and consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. The Genius® exam is only available on the Hologic® 3D Mammography™ system.

Hologic, 3D, 3D Mammography, Genius, SureCare and The Science of Sure are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries. All other trademarks are the property of their respective owners.

### About IMV, part of Science and Medicine Group

IMV, which is part of Science and Medicine Group and a sister company to AuntMinnie.com, produces an annual series of proprietary ServiceTrak Imaging reports derived from extensive phone interviews with imaging professionals in hospital departments and independent imaging centers in the U.S. Imaging professionals are asked to rate their level of satisfaction with the equipment manufacturers, system performance, and the service received for their imaging equipment. The ServiceTrak Imaging Awards are presented to the manufacturer with the highest percentage of highly satisfied responses in each of three categories, representing the Industry Best of Customer Satisfaction, System Performance, and Service.

### Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic products. There can be no assurance these products will achieve the benefits

described herein or that such benefits will be replicated in any particular manner with respect to an individual patient, as the actual effect of the use of the products can only be determined on a case-by-case basis. In addition, there can be no assurance that these products will be commercially successful or achieve any expected level of sales. Hologic expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any such statements presented herein to reflect any change in expectations or any change in events, conditions or circumstances on which any such data or statements are based.

This information is not intended as a product solicitation or promotion where such activities are prohibited. For specific information on what products are available for sale in a particular country, please contact a local Hologic sales representative or write to **womenshealth@hologic.com**.

SOURCE: Hologic, Inc.

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SOURCE: Hologic, Inc.

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\* Available on select systems

[1] FDA Approvals P080003, P080003/S001, P080003/S004, P080003/S005

[2] Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions ® on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-

65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ System versus women receiving 2D FFDM mammograms only.

**[3]** IMV ServiceTrak™ Mammography Ratings from 2012-2021. IMV is a recognized leader in market research and online publishing for the medical diagnostic imaging market.