

Global brand perception study

Company-wide key takeaways

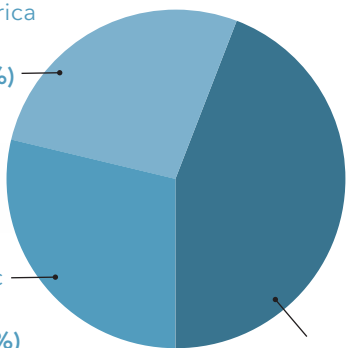
Brand survey logistics and sample size

Total sample = 1147 (~60% are current Cook users)

North America (NAM)
n=295 (26%)

Asia-Pacific (APAC)
n=342 (30%)

Europe (EUR)
n=510 (44%)



KEY BRANDS EVALUATED

- BD
- Boston Scientific
- Gore
- Medtronic
- Olympus
- Teleflex
- Abbott
- Coloplast
- ICU Medical
- Micro Tech
- Steris
- Terumo

Cook not seen as an "innovator" or "market leader."

Top brand associations for Cook

- Reliable
- Trustworthy
- Experts

We have improved from 2021 to 2024

Cook Medical's brand funnel

The brand funnel measures how we convert customers from being aware of our brand to being an advocate for our brand. It also shows where we lose customers on this journey. From 2021 to 2024 all measures moved positively.



The Net Promoter Score (advocacy) = the % of promoters - % of detractors. A positive number is the bare minimum.

- From 2021 to 2024, all measurements moved positively, especially preference score.

Our competitors have improved too. There is more work for us to do.

Preference and Advocacy

- Improving customer preference for our products might increase their likelihood to advocate for us.
- Customers advocating for us means that they are actively telling their peers to use our products.

	2021 Cook	2024 Cook	2024 Market Average
Preference	46%	58%	64%
Advocacy	-13%	0%	9%

Percentages are based on respondents who are aware of the company.

Product Leadership has been confirmed as the right strategy*.

Cook ratings with preference drivers – top opportunities for improvement

Preference drivers are the factors that our customers value most from their suppliers when choosing one brand over another.

2021 Key drivers of brand preference	2024 Key drivers of brand preference
1 Leader in product innovation	1 Excellent product quality with positive outcomes
2 Providing quality training and education	2 Leader in product innovation
3 Offering a comprehensive line of products	3 Easy to do business with
4 Excellent product quality with positive outcomes	4 Reliable supply and providing good inventory management
5 Easy-to-use products	5 Well-respected in the industry

*"Leader in product innovation" is still highly preferred by customers in 2024.

For more information, please reach out to the Brand & BI teams. Brand@CookMedical.com