

# New beginnings...

MEDICULT  
MEDIA

HUMAGEN  
PIPETS

MIDATLANTIC  
DEVICES



origio

Welcome to new beginnings...

ORIGIO. The source from which new life is derived. With our name, a new and original company is born. Conceived from the specialized building blocks of MediCult, MidAtlantic Diagnostics and Humagen. ORIGIO embraces the Assisted Reproductive Technology (ART) field, from A-Z.

*o-ri-gi-o* pronounced [awr-i-ji-o]

something from which anything arises or is derived, source, the first stage of existence; beginning and original. From origin.

Latin. origo, -iginis, fr. oriri to rise, become visible



**62** is the combined years in the ART business within the ORIGIO group companies. It takes wisdom to help new life. ■

## Three became one

When three market-leading IVF organizations join together, life begins anew. MediCult. Humagen Fertility Diagnostics. MidAtlantic Diagnostics. Three companies. One passion, one focus, one name – ORIGIO. The complete ART cradle, fulfilling all your IVF laboratory needs, from A to Zygote and beyond.

### MediCult A/S

Since its birth in 1987, MediCult has played a key role in the rapidly growing ART market. Pioneering the breakthrough Synthetic Serum Replacement (SSR®) principle, MediCult now leads the way in the development, manufacturing and marketing of specialized ART media for all purposes.

### Humagen Fertility Diagnostics, Inc.

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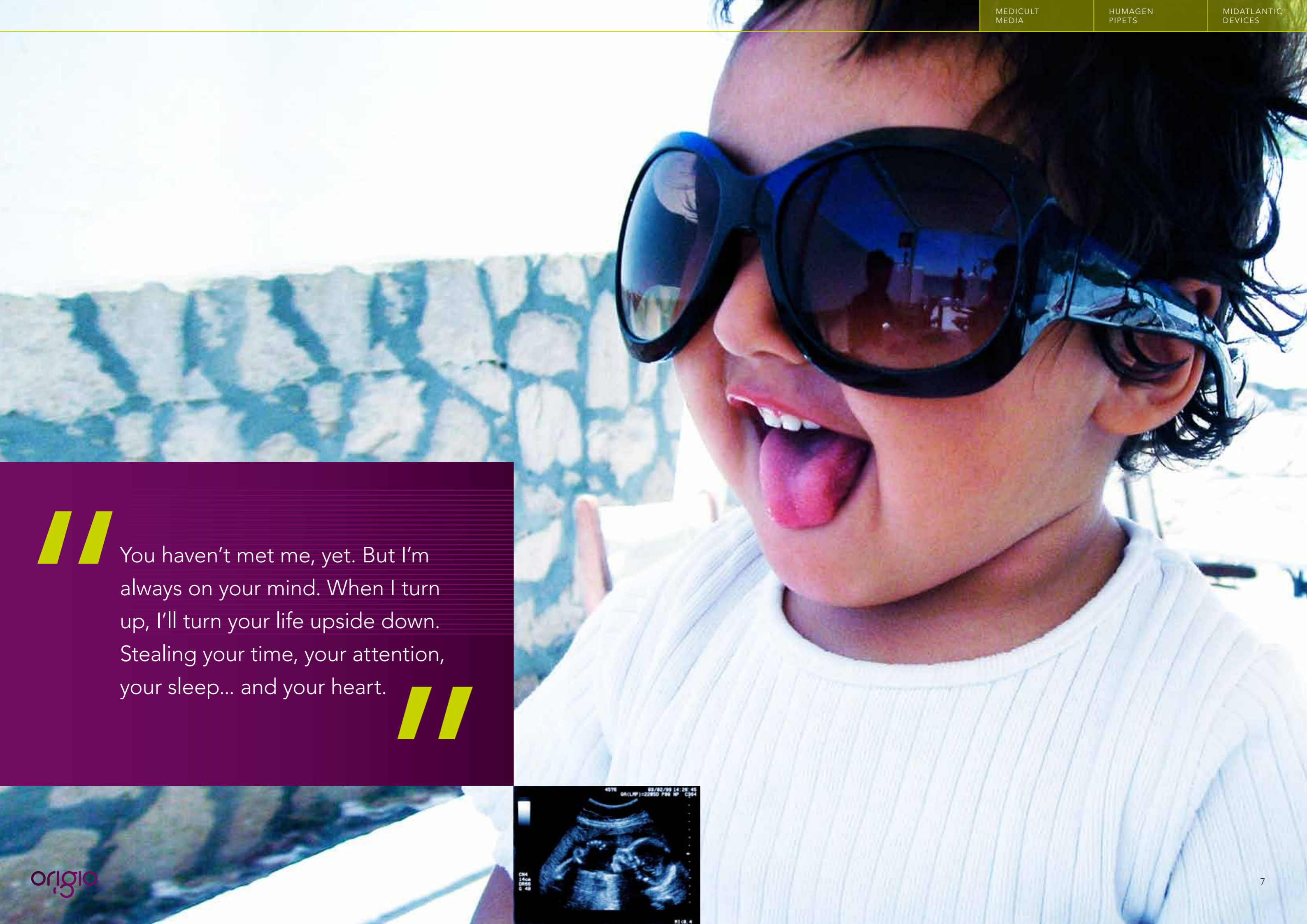
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ORIGIO forms the umbrella for an entire ART organization. ORIGIO Humagen Pipets, ORIGIO MediCult Media and ORIGIO MidAtlantic Devices are our three product category brands.

## for life

At the end of the day, it's all about life; the opportunity of new life for patients and our own new life as ORIGIO. Life is everything. That's what we stand for.



You haven't met me, yet. But I'm always on your mind. When I turn up, I'll turn your life upside down. Stealing your time, your attention, your sleep... and your heart.



## Quality, the story of our life

Certainty...in an uncertain world.

In a world with infinite variables, simplicity and reliability are keys. That's why ORIGIO has a no-compromise approach to quality for every product. For you, this means products you can simply rely on for better success rates. ORIGIO quality makes life easier, it's the cornerstone of our success.

1,800 the approximate number of ORIGIO quality control tests performed each week. That's quality you can depend on.

## A journey of integrity

From design to production, MidAtlantic, MediCult and Humagen products have a long standing reputation for quality. ORIGIO brings only reputable products to market and does not stop there. We continuously explore methods to improve consistency and quality. Our goal is nothing short of perfection.

1



### Step 1

Raw materials – we begin with only the best materials.

2



### Step 2

Filters are tested to ensure sterile filtration of media. Following filter sterilization, all batches are QC tested. Tests include: viscosity, osmolality, pH, MEA, sperm survival, endotoxin.

3



### Step 3

Stripper® tips and Humagen microtools are gamma irradiated to assure a sterility level of  $10^{-6}$ . That means only a one in a million risk that a product is not completely sterile.

4



### Step 4

Finished products – begin with the best materials, highly regulated during production and tested in the end to bring you our best.

8,000,000



8,000,000 Humagen micropipets have been made and sold since 1993.

## Science is our foundation

### Persistence is in our genes

As the birth child of pioneering scientists and researchers, it's only natural that we're committed to science and innovation. It's in our genes. We constantly push at the frontiers of knowledge in ART in our quest for new conceptions, better products and services. And our persistence pays off; we have cultivated and nurtured new products, new services and even new markets.

### In the beginning

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### Now

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100%  
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## Playing on your team

### A full service ART organization...

...we're passionate about life in all its forms. That's why we provide customized solutions to meet your needs, from the large to infinitesimally small. From the creation of a customized microtool to the creation of a new laboratory. We take pride in our personal service, building a relationship of trust and partnership with each and every person who makes contact. One stop, one solution.



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## Nurturing the entire ART process

ORIGIO supplies each step of the way

From micropipets to entire laboratories. From media to customized equipment. We can take care of all your ART needs. Specialized people and products over the entire ART field mean life gets the best start with ORIGIO.

**ORIGIO** embraces the Assisted Reproductive Technology (ART) field, from A-Z.





## From cell to globe...

ORIGIO around the world.



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ORIGIO is the world's most comprehensive cradle of Assisted Reproductive Technology (ART) solutions. From specialized media and tools to entire laboratory set-up, ORIGIO manages the entire fertility process through its individual subsidiaries; ORIGIO Humagen Micropipets, ORIGIO MediCult Media and ORIGIO MidAtlantic Devices.

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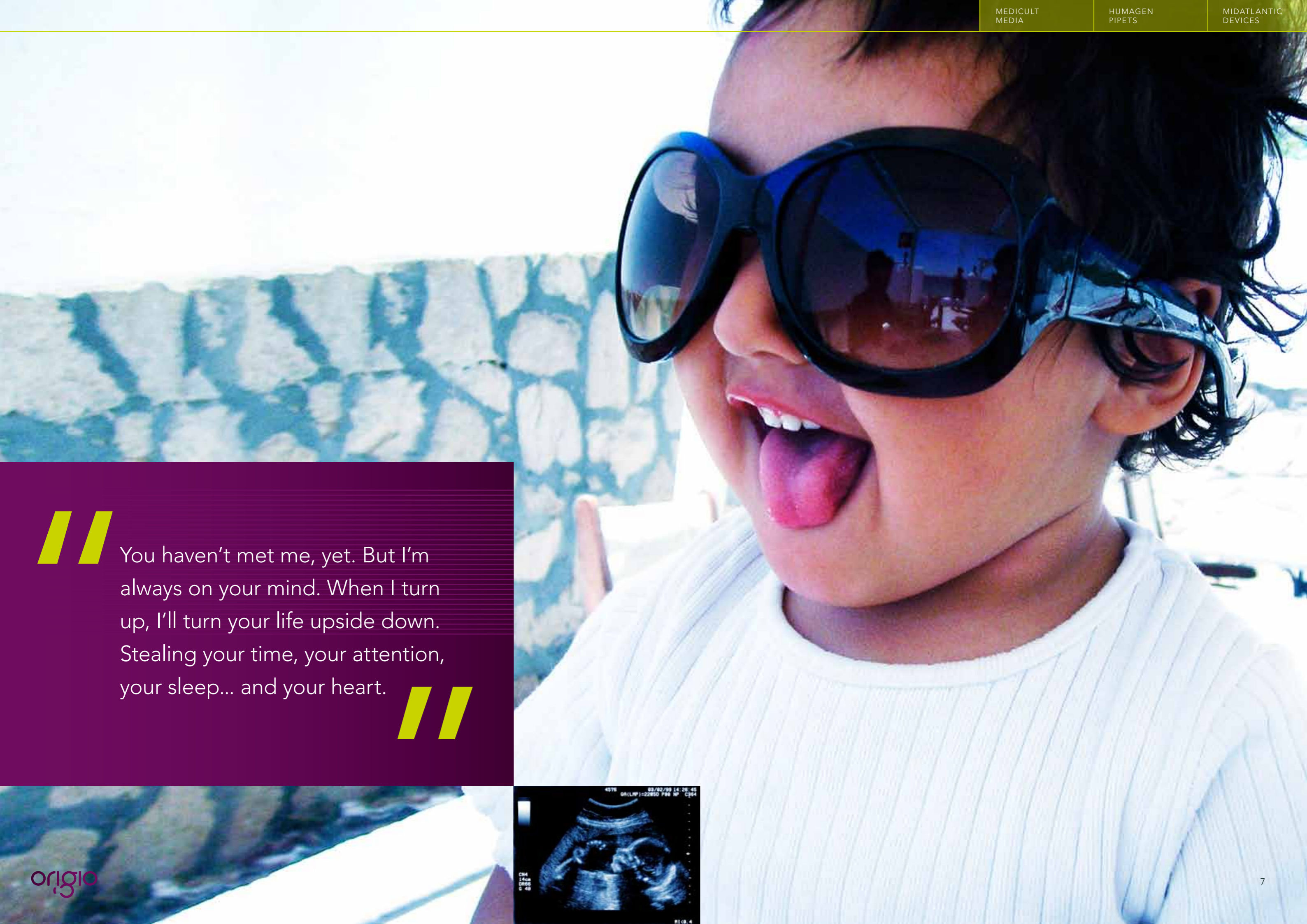
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### Oocyte retrieval

### Sperm preparation





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