



UNITED
ORTHOPEDIC®

Branding Training Presentation

Why Are We Branding?

United Orthopedic has been in the medical device industry for over 25 years; starting from a small Taiwan-based company and accelerating to become a leading global enterprise with 7 overseas subsidiaries, 2 manufacturing facilities, 1 joint venture partnership and selling products to 39 countries. Over the years, with the expansion, acquisition, new business territories and markets, we have reviewed our previous brand and strongly believe it's time to refresh our corporate brand architecture to better reflect our company's changes and reiterate that the new identity represents something bigger: ***Each Step We Care!***

We believe the new brand will help us to strongly connect to the markets, to compete against our competitors, to build the public perception as an innovative company, and to better position ourselves as a truly international company.

Branding Project Objectives

- A strong, recognizable brand
- A brand that can successfully compete against much larger brands
- A brand that can overcome market preconceptions of Chinese companies (though based in Taiwan)

The re-branding project consists of two parts – ***Visual Identity*** and ***Verbal Expression***

The **Visual Identity** includes -

- Detailed visual identity system

The **Verbal Expression** includes -

- Company Positioning
- Core Messages
- The Elevator Pitch
- Updated Statement of Core Values
- Company Story
- Boilerplate Descriptor

The following pages will demonstrate the change in visual identity and provide guidance on how to appropriately use both the visual identity and verbal expression.

Company Official Name

Consistency is the key for every successful brand. In addition to the visual design, we have evolved our company name. We used to refer to ourselves as UOC, United, United Ortho, United Orthopedic, or United Orthopedics.

However, after we performed in-depth market research, held many interviews and had many serious internal discussions, we decided to evolve our official company name to “**United Orthopedic**” or “**United.**”

From now on, please do not use UOC (except where legally required).

“United Orthopedic” v.s. “United”

When deciding whether to use “United Orthopedic” v.s. “United” logo in applications, it is important to understand the audience and context it will be used in. When the logo will be used for applications that will be viewed by people in the industry, such as orthopedic surgeons, then both the Primary “United Orthopedic” logo as well as the “United” logo are suitable.

(For example, when attending an orthopedic tradeshow for the first time or where the audience is comprised of orthopedic professionals who may be not familiar with our company, in this scenario, the use of Primary “United Orthopedic” logo is recommended. Respectively, the “United” logo is recommended for use when the Primary “United Orthopedic” logo may not be properly displayed such as on promotional items like pens where limited space hinders legibility.)

“United Orthopedic” v.s. “United” (cont.)

However, if the logo will be used for applications that may be viewed by the general public, then the Primary “United Orthopedic” logo should be used.

This is the general rule and the usage of either logo will be determined by the actual situation in order to make the greatest impact of the new company brand.

Visual Identity



Our current logo has been in use for over 25 years. As part of our re-branding project, we have decided to revise the current visual identity and establish a clear and consistent look which conveys "quality" and is consistent with the new positioning.

New Visual Identity





The combination of the updated symbol, color and typography makes the new logo more sophisticated, and elegant; it conveys clean, innovation, high-tech, calming and the most important – Quality.



And, after adjusting the symbol design, the “U” in “United” and the “O” in “Orthopedic” are now both represented in the new logo.



After the re-design, we now have a logo that has a clear and more professional look to match our new positioning.

Important!

We are still in the process of applying for the registered trademark for the logo. Some countries have already registered but some haven't. For those who are not yet obtained the registered mark, please use the logo without the ®.



Verbal Expression

Verbal Expression Objectives

- Establish credibility and trust
- Minimize geographical identity issues
- Build our brand with strategic positioning and the following three core messages:
 - United is a high quality, global supplier
 - United controls every critical step
 - At United, we care

What is “Positioning”?

Positioning is a strategic statement of how we want to differentiate United Orthopedic from the competition. Positioning focuses on our competitive strength that most appeals to our customers’ needs. Choosing the right positioning is to choose what the brand will emphasize.

How to Use the Positioning?

The positioning statement is for internal use. We don't just directly say or promote our brand positioning publicly. Instead, we encourage every employee to memorize our positioning and embed its meaning and concept in all marketing activities.

United Orthopedic Positioning

Responsive and Versatile

“Reacting quickly and positively;
responding readily and with
interest or enthusiasm”

“Able to adapt to many different
functions or activities”

Our positioning is **Responsive and Versatile**, and the sentences below are part of our positioning statement. The positioning statement details our strengths; the ones circled in yellow are United's particular strengths that appeal to customers' needs. These are the strengths that we want to emphasize again and again.

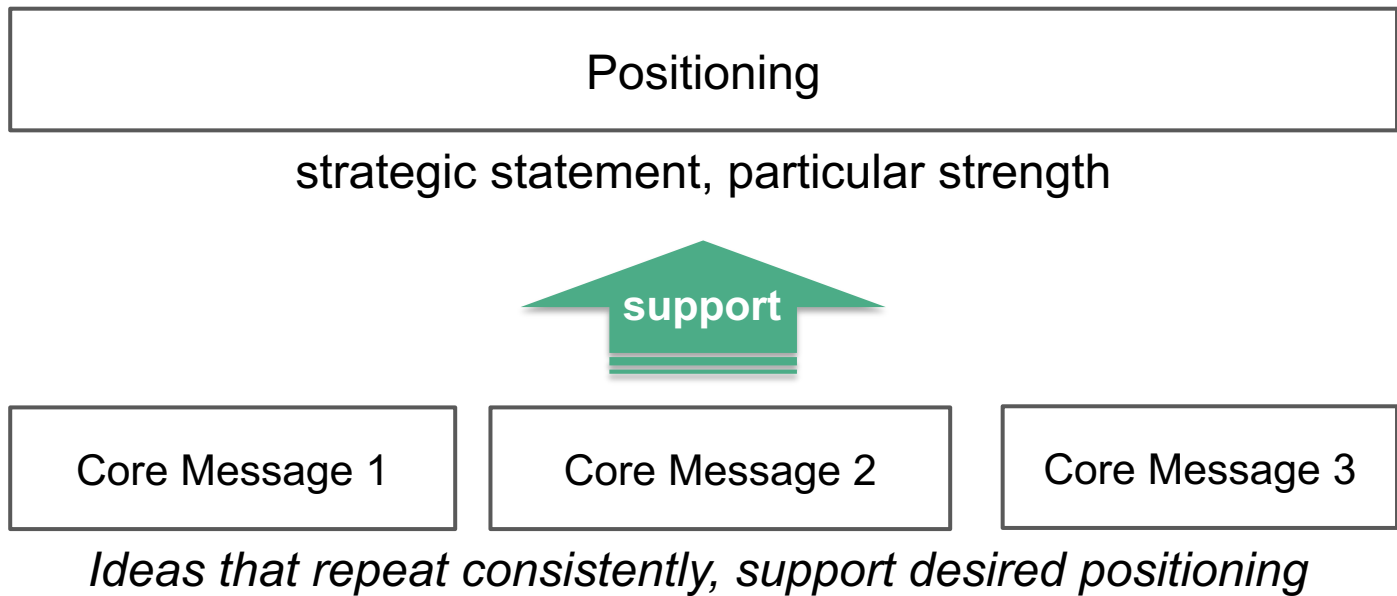
United is the orthopedic company that serves surgeons better by being more **responsive** and **versatile**. We **listen** to surgeons carefully and are uniquely able to meet their needs through a **vertically integrated manufacturing process** that keeps us in control at every critical step of bringing our products to market. For over 25 years, United has built a reputation for **caring** about patients and providers around the world with a **broad portfolio** of safe, reliable products, designed and manufactured with **care**.

United Orthopedic Positioning

Responsive and Versatile

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About Positioning & Core Messages



How to Use the Core Messages?

The core messages are for internal use. Same as the positioning, we don't just directly say or promote our core messages publicly, instead, we encourage every employee to memorize the core messages and embed the messages in all marketing activities.

United Orthopedic Core Messages

- United is a global supplier of high-quality orthopedic implants with over 25 years of experience.
- United controls every critical step in design, manufacturing, and distribution, which gives us the versatility to provide a broad portfolio of quality products efficiently and cost effectively.
- At United, we care about the patient, the surgeon, and the provision of health care as a whole. We take the time to listen to healthcare professionals and to respond to the details that matter to them, which in turn helps to improve patient care.

Positioning & Core Messages

Positioning: Responsive and Versatile



support

Core Message #1:

United is a global supplier of high-quality orthopedic implants with over 25 years of experience.

Core Message #2:

United controls every critical step in design, manufacturing, and distribution, which gives us the versatility to provide a broad portfolio of quality products efficiently and cost effectively.

Core Message #3:

At United, we care about the patient, the surgeon, and the provision of health care as a whole. We take the time to listen to healthcare professionals and to respond to the details that matter to them, which in turn helps to improve patient care.

Hypothetical Examples of Messages in Use

Before (Excerpt from April 12, 2017 Press Release)

“Clearance of our E-XPE™ polyethylene knee insert represents an important milestone in our knee portfolio,” said Calvin Lin, President of United Orthopedic Corporation USA. “Oxidation continues to be a concern for surgeons. The E-XPE™ polyethylene is resistant to oxidation and performs extremely well with respect to abrasive wear resistance.”

Clinical shows...
Data / Fact...

Revised with Messaging

“**Surgeons have told us** that they continue to be concerned with oxidation,” said Calvin Lin, President of United Orthopedic Corporation USA. “With **United’s integrated manufacturing process**, we **responded** by **designing and producing** the E-XPE™ knee insert to provide patients with reduced risk of oxidation. It represents another **quality** addition to our knee portfolio.”

We listen...
We respond...

(Apply Message #1, #2 & #3)

Hypothetical Examples of Messages in Use

Before (Excerpt from March 7, 2018 Press Release)

“We are committed to developing quality, innovative orthopedic products that improve patient outcomes and address the market’s needs,” said Calvin Lin, President of United Orthopedic Corporation USA. “Our unique vertically integrated manufacturing model has enabled us to launch two products which provide surgeons with more treatment options for total hip replacement....”

We committed...
We provide...

Revised with new messaging

“**Surgeons want** more treatment options for total hip replacement,” said Calvin Lin, President of United Orthopedic Corporation USA. “We **listened** carefully and took advantage of **United’s integrated manufacturing process** to meticulously design and produce two new products....”

Surgeons want...
We listened...

(Message #2 & #3)

About the Elevator Pitch

The elevator pitch is for internal use. It's a quick speech designed to introduce United in a very short time frame. It is conversational and organizes all key points that we would like others to know about our company. We hope by preparing an Elevator Pitch, every employee has a script ready for whenever the opportunity arises and delivers what is great about United in a more consistent and efficient way.

United Orthopedic Elevator Pitch

United has been in business for over 25 years, and our orthopedic implants have made life better for hundreds of thousands of people in 39 countries. We are headquartered in Taiwan where our unique, vertically integrated design and production model enable us to produce top quality solutions because we control every critical step of the design, development, and manufacturing processes. Our business is rooted in caring about surgeons and their patients, listening to our surgeon customers, and responding quickly and directly to their needs.

United Orthopedic Core Values

Our core values are United Orthopedic's guiding compass.

For over 25 years, United Orthopedic Corporation has been guided by our core values at every step in our business with customers, suppliers, partners and employees. We strive daily to achieve these values in all aspects of our operations.

You will see the statement of core values on the following page and the four core values on the next page.

The Statement of Core Values

As a member of the health care sector, we lean on our core values to make sound business decisions. **Integrity** is one of our most important values, which in turn demands truthfulness and honesty. We uphold each patient's quality of life and we take great pride in all that we do. We demand **accountability** at each step to maintain one of the highest quality standards in the industry. We are dedicated to pursuing **innovation** which brings value to surgeons and their patients alike. We believe **happiness** is a key element to successful health care outcomes. By devoting ourselves to what we do and helping patients regain their mobility, we seek to promote happiness and improve the well-being of humankind.

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United Orthopedic Core Values (cont.)

Integrity

Be honest and always do the right thing.

Accountability

Take initiative and fulfill commitments.

Innovation

Embrace ideas which create value for the well-being of humankind.

Happiness

Live a healthy and joyful life.

About the Company Story

The company story is for internal and external use. A company story says to the world who we are, what we do, and what we value. We hope every employee remembers the origin of the company and understands the belief, passion, and vision of United. We hope the story can inspire the emotional reaction of everyone and help them believe in United and what it stands for.

United Orthopedic Company Story

United Orthopedic was founded by Jason Lin, who after years of serving orthopedic surgeons as a distributor, cared deeply about providing those surgeons with greater access to high quality orthopedic implant solutions. In 1993, Lin brought together surgeon thought leaders, engineers, and manufacturing professionals to explore innovative, cost-effective ways to create improved and advanced orthopedic products. By listening to what surgeons were asking for, and by integrating design and production, United Orthopedic was able to create high quality products and to provide greater responsiveness to surgeons' needs, improving the outcomes for their patients.

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About the Company Story (cont.)

Today United, based in Taiwan, has grown to be a leading designer and manufacturer of innovative orthopedic products trusted by practitioners and patients in 39 countries around the globe. United's unique, vertically-integrated production model and its uncompromising engineering excellence have improved hundreds of thousands of lives. After more than 25 years, United is still a company that listens and cares, above all, about the well-being of surgeons and their patients.

About the Boilerplate Descriptor

This boilerplate descriptor is for internal and external use. It's the standard description that is to be used repeatedly without change. It can be used at the end of a press release, on a company's description of a tradeshow, on a website, on company brochures, etc.

United Orthopedic Boilerplate Descriptor

United Orthopedic Corporation is a leading international designer, manufacturer, and distributor of orthopedic implant solutions that have made life better for hundreds of thousands of people needing total hip and knee replacements. Our integrated design and production process provide surgeons with the promise of superior quality and greater flexibility to meet their needs. Since 1993, United's award-winning product line and customer service have earned the trust of practitioners and their patients in 39 countries around the globe.

THANK YOU