




**SAVING LIVES.
TOGETHER.**





THIS IS OUR
PIVOTAL
MOMENT.

It's time to strengthen our brand so our business can grow as fast as our capabilities and product offerings do.

Since 1980, we have been there for critical moments in medical facilities and on military combat fields around the globe. In that time, we have provided unique, innovative products capable of saving thousands of lives. The work we do is essential in critical times. Now is a pivotal moment for our business. We are setting the stage for growth with our new brand. Let's begin writing Belmont's newest chapter, together.

WE'RE BRINGING OUR BRAND TO LIFE IN A WHOLE NEW WAY, AND IT BEGINS WITH YOU.

Like people, brands have unique personalities. Each time someone interacts with you as a member of Belmont Medical Technologies, you provide them with an opportunity to get to know our brand. A brand is an experience, and it's our duty to make sure ours is a positive one for our medical partners, our fellow colleagues, our business partners, and everyone in between. Our new brand is a shared vision for our future that gets stronger with your participation.

Every interaction matters.

The way we communicate counts. When challenges arise, we listen until we truly understand. When a new device launches, we rally to support its successful implementation into the field. The conversations we have are every bit as important as the technologies we develop. At Belmont Medical Technologies, we are driven by the power of partnership, the spirit of innovation, and the rigor of the highest quality standard.

INTRODUCING OUR NEW BRAND

Poised for growth. Accelerating innovation.
Fueling product expansion.

We have a fresh, meaningful way of thinking about our brand. To embrace new product potential, our focus shifts from "Instrument Corporation" to "Medical Technologies." Yet we preserve and celebrate the integrity of the Belmont name. Our capabilities are growing. The elements of our brand are evolving. And it's all working together to better communicate this fundamental message:

We are all connected.
We are all Saving Lives. Together.

NEW LOGO



Our new logo interprets the strength of our technical inspiration with contemporary design. The new mark brings fresh perspective while also celebrating our legacy and longevity. The parallel lines inside our logo connect back to the lines of the Rapid Infuser device. But they also provide a distinct way to reference temperature, motion, and our identifying letter "B." Our palette is anchored in the hot red and cool blue from our past. But it's modified to increase our logo's energy level.

LEGACY LOGO



BELMONT IS BIGGER THAN THE BELMONT

Our Rapid Infuser has long been our core product, and it has strong brand name recognition in the marketplace.

However, our product offerings extend far beyond this. While it's common to hear people rushing to grab "The Belmont" in the heat of the moment, we want them to grasp all of what we have to offer as well. More than just functional support, we provide partnerships and training to achieve maximum impact with all of our medical solutions. We're in this together to save lives.





Inside our new brand, everything works together to better communicate our vision and mission.

OUR VISION:

TO BE AT OUR BEST WHEN IT MATTERS MOST.



WHY DO WE NEED A VISION?

Our vision centers our ambition on the long term, providing us with a future-focused North Star for our company.

OUR MISSION:

We work on the front lines of critical care, helping clinicians save lives and improve outcomes. We deliver breakthrough medical solutions that blend technical inspiration with an uncompromising quality standard, earning the trust of patients and clinicians worldwide.



WHY DOES OUR MISSION MATTER?

Our mission guides our day-to-day decisions. It keeps us focused on how we can make daily progress toward our future vision.




OUR VALUES



HOW DO OUR VALUES AFFECT US?

Our values keep us action-oriented. We pinpoint the exact ways in which our efforts support our long-term vision and our day-to-day mission.



- 1 DO THE RIGHT THING.
 - 2 BEGIN WITH THE CUSTOMER IN MIND.
 - 3 ELEVATE THE TEAM AND WORK TOGETHER.
 - 4 FIND OPPORTUNITY IN CHANGE.
 - 5 EMBRACE LEARNING AND GROWTH.
 - 6 BRING PASSION AND PRIDE TO WORK-EVERY DAY.
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THE LIVES WE HELP
SAVE GIVE **MEANING**
AND **PURPOSE** TO
ALL THAT WE DO.

1 DO THE RIGHT THING.

We hold ourselves accountable to the highest possible standard of integrity, ethics, and compliance. The right way is not always the easy way. Without fail, we choose the path we can feel good about. We take personal pride in upholding the collective values of our company.

2 BEGIN WITH THE CUSTOMER IN MIND.

We instill confidence by forming trusting relationships with our customers. Our goal is to truly understand their individual needs and challenges. Once we do, we are able to offer solutions that exceed their expectations. Ultimately, the impact of our work is not measured simply by sales figures. We see our results in the patient success stories that we help make possible.

3 ELEVATE THE TEAM AND WORK TOGETHER.

We are all working toward the same goal. Our focus is on supporting each other as colleagues, as mentors, and as collaborators. We approach our work as a team. We find strength in mutual respect, kindness, and fully open lines of communication.

4 FIND OPPORTUNITY IN CHANGE.

We thrive on innovation and new ideas. We move faster than the status quo. Our search for better ways to do things is endless. Transforming a glimmer of curiosity into a spark of positive change is what drives each and every one of us to excel.

5 EMBRACE LEARNING AND GROWTH.

Every career path is a journey. Self-awareness is the key to accelerating the pace. To advance, we must identify growth areas within ourselves and support them with action. We constantly look for ways to grow, build skills, and learn from one another. Our individual development supports our universal growth. As our company grows, so do the opportunities.

6 BRING PASSION AND PRIDE TO WORK—EVERY DAY.

We are fortunate to be part of an organization that is so strongly connected to saving lives. The work we do transforms medicine, and we are a force of positive progress. We come to work each day with pride. In the most challenging professional moments, we hold on to the big picture. We feel good about what we do, because what we do matters to so many lives. Our work has a deeply positive impact on the world.



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