

CIS data KPIs

This will be gray until we have access. All of the text mix aggregates and high level graphs will be below.

50%

of wellness visits are getting diagnostic testing.

The Test Mix breakdown is as such:

- xx % chem
- xx % hema
- xx % urine
- xx % Hema
- xx % Fecal
- any combination above

This has increased by

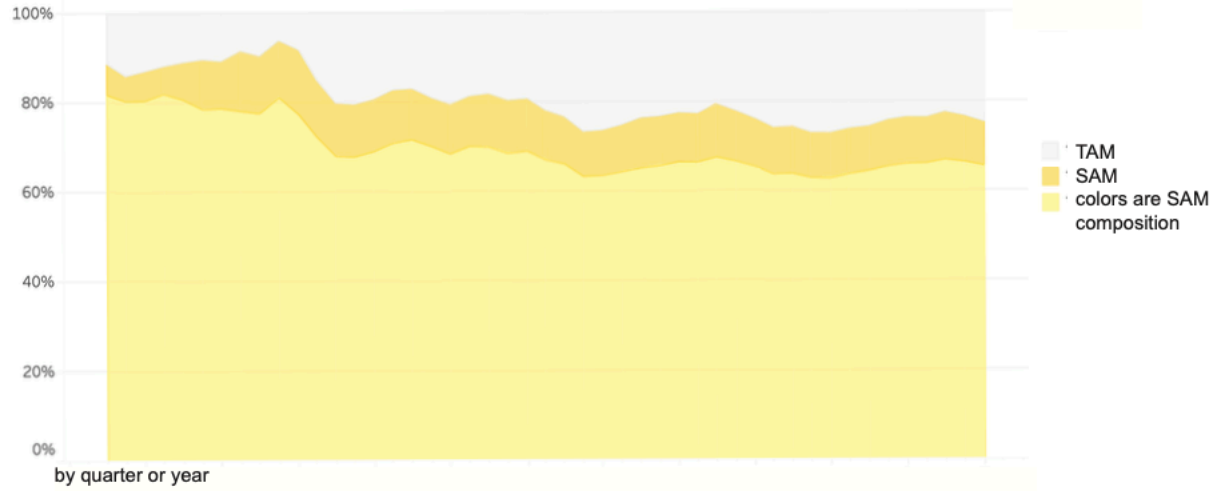
10%.

The composited of the 10% increase is:

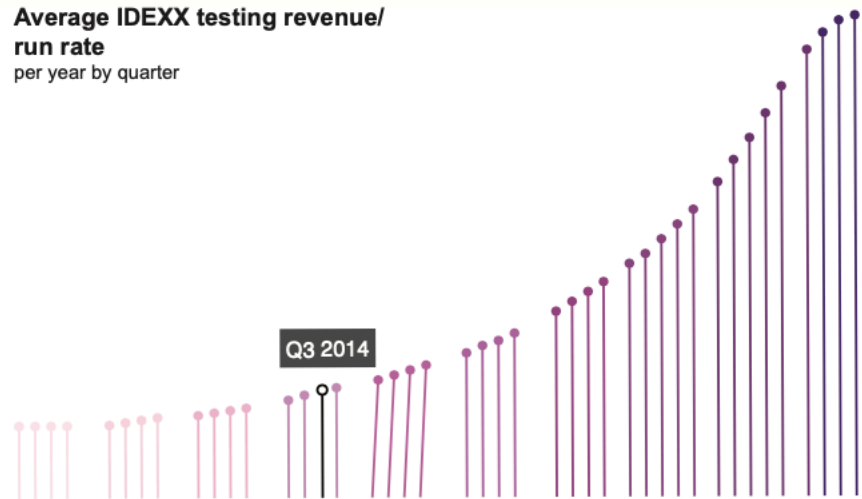
responsive breakdown of growth by test mix

Veterinarian Industry Insight Tool

TAM; SAM over time in relation to IDEXX Innovation



Average IDEXX testing revenue/ run rate
per year by quarter



Timeline of new product launch
select to see run/rev on chart above



38%
not tests

61%
of SAM are using IDEXX



IDEXX KPIs

Is the percent of wellness visits getting diagnostic increasing? (expansion)

Is the average penetration in the market growing and is IDEXX contributing to that growth?

Is the utilization of wellness diagnostics increasing? (growth)

Which testing areas withing idexx may be contributing to higher order growth?

Are specific innnovations and products of growth, which one are contributing the most?

SDMA



PCC



Fecal



Progesterone



all over time

