

# Ambu Receives Excellence in Best Practices New Product Innovation Recognition

## Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

## Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

## Ambu demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 Global New Product Innovation Award in the flexible single-use endoscope for advanced visualization industry to Ambu.

Ambu values and understands the importance of investing in innovation and staying ahead of the competition. It provides its customers with a full spectrum of single-use devices for in-hospital (operating room, emergency room, intensive care unit, neonatal unit) and out-of-hospital settings – all while optimizing workflow, reducing costs, and improving patient care.



Ambu truly differentiates itself from competing solutions through its innovation and eliminates cross-contamination risk. Frost & Sullivan believes that these benefits are crucial during the COVID-19 pandemic and will continue to be post COVID-19.

## Analysts evaluated key factors according to the below criteria.

### New Product Attributes

Match to Needs

Reliability

Quality

Positioning

Design

### Customer Impact

Price/Performance Value

Customer Purchase Experience

Customer Ownership Experience

Customer Service Experience

Brand Equity



**“Ambu’s industry-leading technology represents a new approach to the long-standing challenge of expanding endoscopy procedures while ensuring devices are safe, affordable, and accessible.”**

**Pavel Zhebrouski**  
Best Practices Research Analyst, Frost & Sullivan

