



QIAGEN – Our Brand Through the Eyes of our Customer

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QIAGEN Analyst Conference, February 14, 2006

WWW.QIAGEN.COM

Through The Eyes Of Our Customer Or What Do Our Customer Think About Us?



Two global anonymous survey's were conducted

- Telephone survey: ~ 150 participants
- Internet survey: ~ 5.000 participants
- Independent agency conducted survey
- Forced ranking with ABI, Bio-Rad, Eppendorf, Fisher, GE, Invitrogen, Promega, QIAGEN Roche DX, Sigma

Participants work on average with eight suppliers

- QIAGEN product user also buy Invitrogen & ABI

The results of the survey are truly global

- No real differences between countries
- Very similar results for different market segments

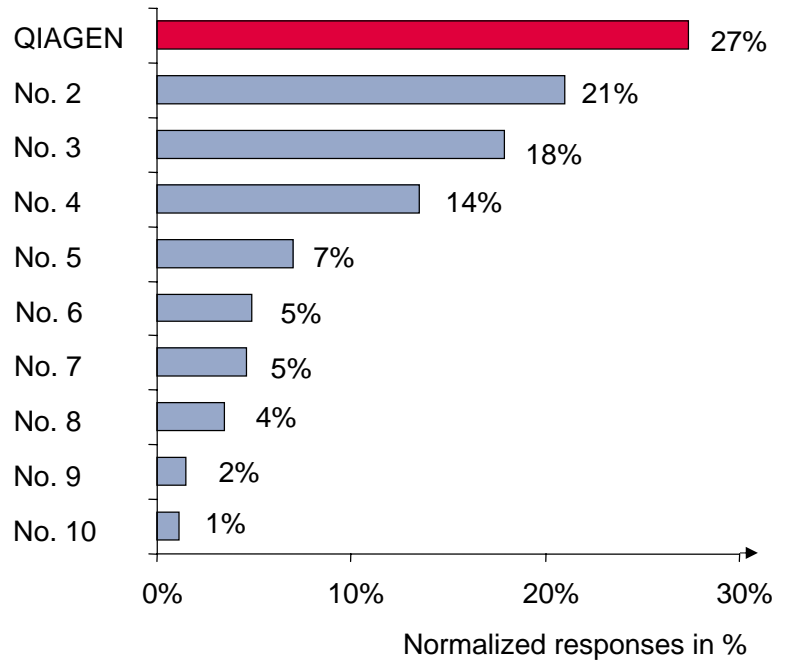




Who Is Recognized As "Standards Setter"?



"Which supplier sets standards?"



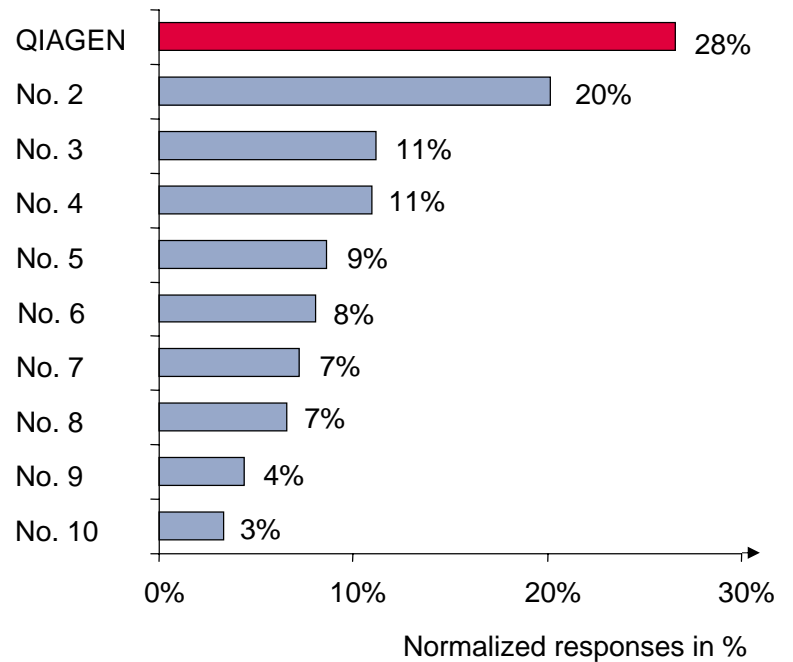
Companies include: ABI, BIO, Eppendorf, FSH, GE Amersham, IVGN, Promega, Roche DX, SIAL



Customers Trust QIAGEN



"Which supplier do you trust most?"



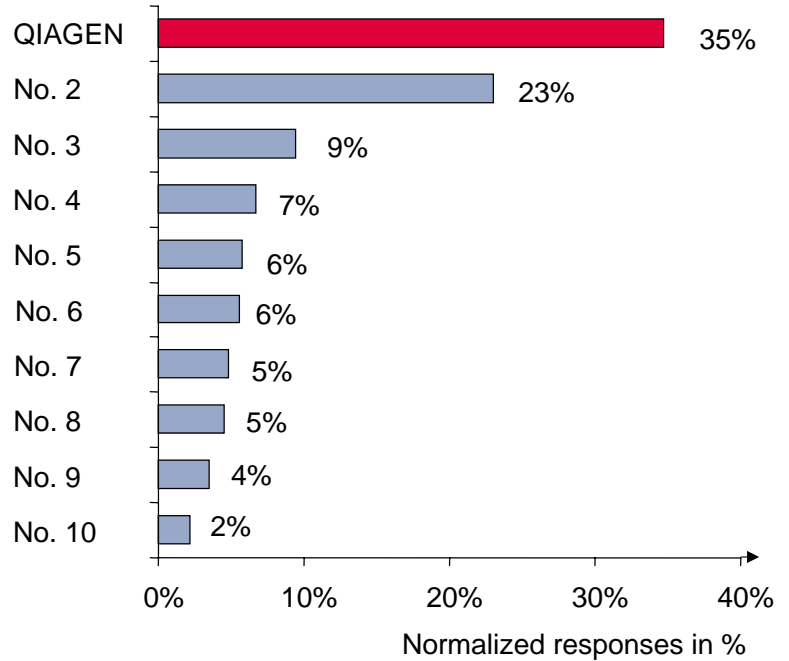
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QIAGEN Is The Most Popular Company

Imagine the suppliers were all people...

"...with which 'company' would you prefer to drink coffee with?"



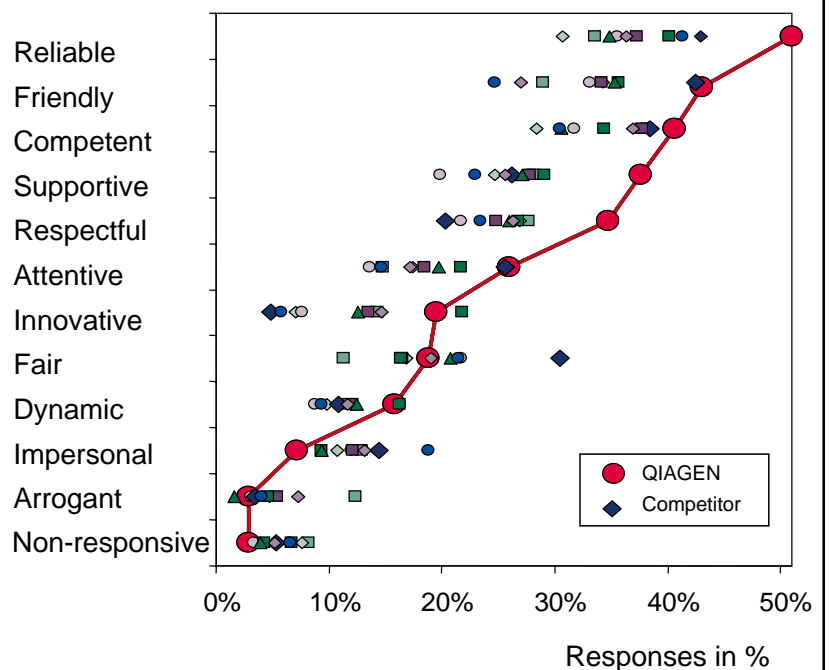
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Personal Traits: QIAGEN Leading In Most Categories



"Which company fits best to these attributes?"



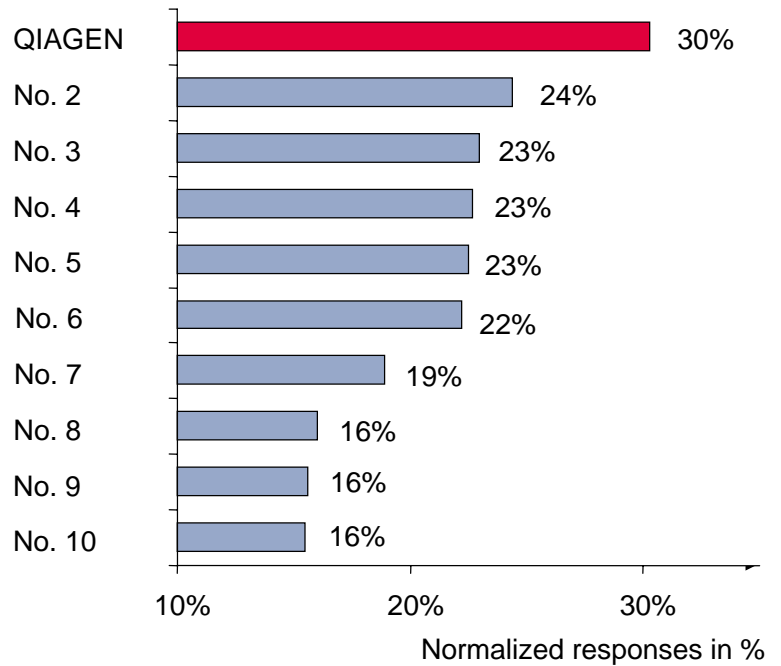
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Which Company Has Personnel With Positive Attitude?



"Positive Attitude of Personnel?"



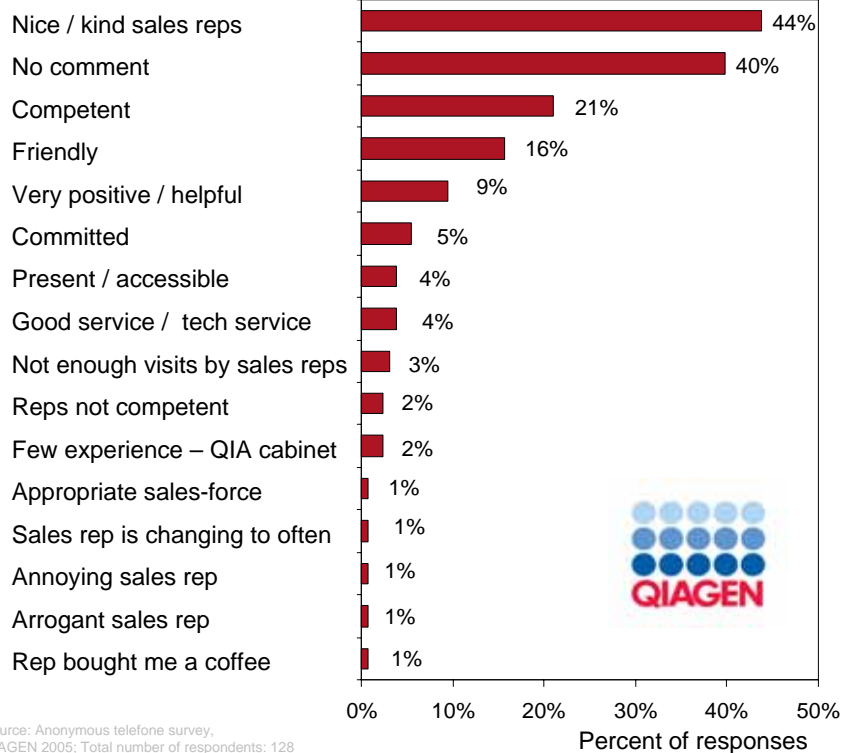
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You All Contributed To This Result: THANK YOU!



"What Are Your Personal Experiences With QIAGEN Employees?"



Source: Anonymous telephone survey, QIAGEN 2005; Total number of respondents: 128





QIAGEN – One of the Strongest Brands in the Industry

The QIAGEN name is synonymous with

- superior performance
- innovative products
- highest quality and reliability
- trust

QIAGEN built this powerful brand with

- hard work
- market and technology competence
- spirit of innovation
- passion for quality
- friendliness & commitment to customers

The QIAGEN brand is one of its most valuable company assets - it helps to

- attract new customers
- enter new markets
- keep the ones we have
- sell new products
- obtain premium prices
- increase barriers of entries

QIAGEN: Sample Technology and Assay Competence



Win

