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ASIA EDITION

INC Research/inVentiv Health is now Syneos Health

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Syneos Health
Shortening the distance from lab to life.™

INC Research/inVentiv Health has announced that it has changed its brand identity to Syneos Health, Inc., effective January 4, 2018.

More than 21,000 of the top minds in clinical and commercial development are now united under this singular brand, signifying the culmination of a thoughtful merger combining industry-leading Contract Research Organization (CRO) and Contract Commercial Organization (CCO) capabilities. Purpose-built for modern biopharmaceutical market realities, Syneos Health is the only fully integrated, end-to-end biopharmaceutical solutions organization.

Alistair Macdonald, Chief Executive Officer of Syneos Health said, “Syneos Health fully expresses our value proposition – that is, our ability to deliver integrated end-to-end solutions and create new paths for our customers to develop and commercialize their therapies.Unlike traditional CROs and commercialization businesses, we are knocking down walls and enabling clinical and commercial experts to work in sync by using the latest technologies, advanced business practices and the advantages of scale. Our Biopharmaceutical Acceleration Model is unique to the industry, and from this ambitious vision, Syneos Health was born.”

Macdonald continued, “As commercialization experts, we understand the importance a strong brand plays in creating differentiation, conversion and loyalty. Our new identity reinforces our fully integrated business model, positions Syneos Health as a high-value solutions partner, and is designed to attract and retain top talent committed to shortening the distance from lab to lifeTM.”

In connection with the name change, Syneos Health common shares are expected to trade on the Nasdaq Global Select Market under the new ticker symbol “SYNH” by January 9, 2018.Until then, Syneos Health will continue to be listed under INC Research Holdings, Inc. and the symbol “INCR.”