

WE ARE GBSC!

This past October, GBSC got a brand new identity. Each of our separate GBSC companies shifted from being disparate entities to sharing GBSC-centric affiliation. This move and new identity may have seemed subtle to many of you. On the surface, it may have looked like the only difference is that GBSC companies now all share a common logo and use the same letterhead. But our GBSC identity goes so much deeper than that. Our outward identity is an indicator of what's going on in the inside.

So what *is* going on inside?

Well for starters, we now all share a common, revamped mission and set of values. But it goes much further than that. We share a common history. We share knowledge and experience. But most importantly, as our vision states, we share a sense of responsibility to “produce quality medicines that transform patients’ lives as we set the industry standard for excellence in efficiency, reliability, and innovation.” One unified GBSC network means we are able to share lessons learned and best practices in order to live our vision.

Coming together as one GBSC made us stronger. And our biggest strength of all is you. The passion and commitment of our employees gives us a tremendous advantage. When we are able to leverage the experience and expertise of everyone in our overall integrated supply chain, we are able to make great things happen. Together we have more strength and even greater impact to meet our common business goals. As the center of excellence for biologics supply for Johnson & Johnson, one integrated GBSC can create a competitive advantage. But to achieve this advantage, we will need to maximize the strengths of everyone in this integrated supply chain. When we harness the power of many, everyone makes impact and enables us to reach our goals as one winning team.

Could we have kept doing business the old way? Of course. But in this complex, competitive world, we need each other to make our system even better. To do that, we need to grow. While maintaining the status quo may have been fine, creating a unified company accomplished a few things. A unified GBSC network creates job opportunities that are now available and visible to all employees. It helps us become more efficient and able to more easily share best practices that apply across the entire

supply chain. A unified network allows us to secure input from every employee so that everyone is able to connect to our vision.

We now work to learn from and help one another across our boundaries. As we move forward, it will enable us to implement continuous improvement faster than we can today. "When we unleash the power of one integrated company, it maximizes our ability to deliver product to our patients, deliver new products in our pipeline, and provide opportunities for our people across the GBSC network," says **Remo Colarusso, VP Worldwide Manufacturing.**

Our new GBSC logos are just one way that we achieve connectivity outwardly – a way to help people see that even though they are affiliated with other companies, we are all one GBSC. We've been successful, we've grown and we are getting better. Now we need to keep the momentum going. The legacy of the companies from which GBSC was formed is something we all look back upon with pride. "We must not forget our past – it will help us fulfill our future," says Remo.

GBSC President **Bob Sheroff** put it best: "Regardless of what the company name is on the outside of the building you work in every day, we are all players on a united team: a global supply chain partnered with exceptional commercial organizations." From here on out, though...we are GBSC!