

Our Strategy



Our purpose

We protect lives from invisible threats by providing actionable health information in the right place, at the right time



Our vision

Global leaders in the fight against infectious diseases

By the end of 2026, Novacyt aspires to have the following profile:

Patients

Aim

To increase our direct commercial footprint and bring our solutions closer to patients across the globe.

Current position

Commercial sales into >150 countries, supported by Commercial Partners who deliver our solutions to end users.

Products

Aim

To move from a product-driven organisation to a patient led partner focused on improving healthcare outcomes at the point of need.

Current position

One of the broadest CE-IVD COVID-19 menu offerings on the market complemented by a comprehensive lateral flow and life science portfolio.

Pipeline

Aim

To have patients' unmet clinical diagnostic needs in infectious diseases drive our innovation and solutions.

Current position

Organic and inorganic pipeline development to broaden our clinical offering beyond COVID-19 and lateral flow.

Performance

Aim

£100 million Revenue from existing portfolio plus new product development within five years.

Current position

Identified the key diagnostic segments supported by external research where Novacyt can add most value and benefit from unmet needs. Mobilising resources to develop and commercialise a competitive portfolio of products.

Profitability

Aim

Delivering profit margins comparable to its peer group as part of the five-year plan.

Current position

Re-shaping the business to focus on molecular diagnostics, whilst managing the rapid shift away from COVID-19 revenues. Carefully managing cost base through this process.

People

Aim

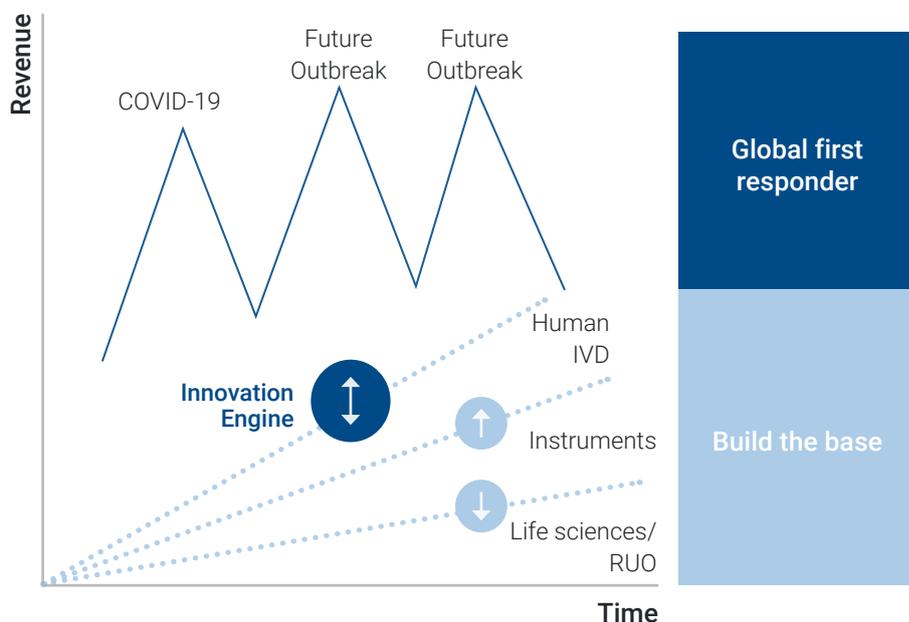
To create an inclusive environment where our people feel connected to our purpose, and are enabled to thrive.

Current position

Skilled and capable workforce, maturing our ways of working to ensure our people are engaged, and have the right tools to do their jobs effectively and deliver on our vision.

Core focus

- Pathogens impacting Human health
- Focused on clinical diagnostics providing actionable health information
- Providing near patient solutions
- Leaders in molecular and immunological technology platforms
- Direct presence in selected markets with optimised WW distributor network



Prior to the COVID-19 pandemic, Novacyt was a £10-£15 million life sciences/RUO business

Strategic pillars	Objectives
<p>Build the base</p> <p>Build a sustainable base business across in vitro diagnostics in human health, life sciences research portfolio serving veterinary, food, water and human health with integrated instrumentation to enable semi-automated, scalable, near patient testing</p>	<ul style="list-style-type: none"> • Maximise COVID portfolio internationally “NOW” • Develop innovative future “non-COVID menu” for underserved market segments • Prioritise key markets and define go-to market strategies • Develop integrated instrument strategy • Leverage life sciences legacy business • Build e-commerce capability • Innovation engine enabling “global first response”
<p>Global first responder</p> <p>Our base business with breadth and depth of portfolio acts as the innovation engine to enable Novacyt to respond rapidly to disease outbreaks and to also serve neglected diseases. With enhanced surveillance mechanism and our agility, Novacyt continues to be a global first responder</p>	<ul style="list-style-type: none"> • Global surveillance capability • Latent resource capacity • Install “COBRA-like” internal response team • Address customer complexity • Agile resource deployment • Appoint global scientific expert panel