



Specific Diagnostics Announces the Appointment of Jeff Holman as VP of Global Marketing

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Specific Diagnostics today announced the appointment of Jeff Holman as Vice President of Global Marketing, as Specific begins its market launch in Europe. Mr. Holman comes from a 14-year tenure in both sales and marketing at Roche Diagnostics Corporation, having most recently served as Head of Sales for the Core Laboratory vertical with \$55M in revenue in 2019. At Roche Diagnostics Mr. Holman led multiple successful system launches into both the pre-clinical and clinical segments, and was the training leader for the Women's Leadership Initiative (WLI). Mr. Holman will lead all marketing and branding activities related to Specific's Reveal System and market launch in Europe, and subsequent launch in the US.

"Jeff is coming in at a pivotal moment and is going to be a great asset to our team at Specific," said Tony Bazarko, Specific's CCO. "As we continue commercialization in EMEA, Jeff's experience and knowledge will enable us to continue building our premier brand."

"I am gratified that Jeff has chosen to join Tony's commercial team at Specific," added Paul A. Rhodes, Ph.D., Specific's CEO. "Jeff's choosing to leave a highly successful career at a global market leader such as Roche Diagnostics to join Specific at this time speaks to the important opportunity we now have to bring rapid susceptibility testing to hospitals throughout Europe and worldwide."

"With the Reveal System, Specific Diagnostics' team has developed a truly remarkable product to address global antibiotic resistant infection," said Mr. Holman. "Because of Specific Diagnostics' focus on the affordability of rapid antibiotic susceptibility testing (AST), health systems all over the world will now be able to treat patients more quickly and accurately, leading to better outcomes. It is an absolute privilege to lead Specific Diagnostics' global marketing team for the launch of the Reveal System and to ensure patients worldwide can benefit from the life changing impacts of rapid AST."

About Specific

Specific Diagnostics has developed *in vitro* diagnostic systems based upon a unique, patented metabolomic signature technology that enables rapid detection and identification of microorganisms as they grow in culture. Its first commercial application applies this fundamental new platform to the rapid determination of antimicrobial susceptibility directly from positive blood cultures, as well as isolate dilutions. Specific is based in Mountain View, CA.

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