

To: [redacted] [redacted] [redacted]@minvws.nl]; [redacted] [redacted]@minvws.nl]
From: [redacted] [redacted]
Sent: Fri 9/25/2020 7:43:58 PM
Subject: FW: Alignment Communication Activities on NL-SYNLAB Cooperation
Received: Fri 9/25/2020 7:43:59 PM

Ter info.

Zo zijn jullie op de hoogte

Van: [redacted] [redacted]@synlab.com>

Verzonden: vrijdag 25 september 2020 20:11

Aan: [redacted] - BD/DCOM/P&B <[redacted]@minjenv.nl>

CC: [redacted] [redacted]@minvws.nl]; [redacted] [redacted]@synlab.com> [redacted]
 <[redacted]@fticonsulting.com>

Onderwerp: Alignment Communication Activities on NL-SYNLAB Cooperation

Dear [redacted]

Thanks for your time earlier to discuss the approach regarding the upcoming cooperation. Please find below suggested timeline for communication, obviously depending on contract signing, as well as our input for a press release of the ministry.

I cc'd [redacted], CEO of SYNLAB Belgium, who is in the lead on SYNLAB side, and [redacted], our media relations expert and contact.

Timeline

- MoH will provide draft press release until next Sunday evening/Monday morning.
- Call between MoH and SYNLAB to align on press release and on how to handle media inquiries in general. **Does 11am work for you?**
- Communication readiness at around noon.
- Dissemination of press release by MoH right after contract signing.
- Ad-hoc alignment if necessary, e.g. on media inquiries.

Input SYNLAB for MoH press release

As mentioned during the call, since the NL test capacities concerned are coming from SYNLAB labs in several countries, we would the external communication not to specifically focus on Belgium but rather on the "lab network of SYNLAB Group. This is also reflected in the suggested quote below.

Quote

Mathieu Floreani, CEO of SYNLAB Group, underlines SYNLAB's efforts to continuously increase SARS-CoV-2 testing capacities: "As Europe's leading medical diagnostic services provider, SYNLAB is at the forefront of fighting the coronavirus. Over the course of the past six months, we have been responding to requests for testing from different EU countries. We are constantly expanding capacities throughout the entire SYNLAB network to continue to effectively meet the increasing demand locally and from fellow European countries for SARS-CoV-2 testing. This way, we help as many people as we can to get through this pandemic as safe as possible."

About SYNLAB

- SYNLAB Group is the leading medical diagnostic services provider in Europe. SYNLAB offers a full range of innovative and reliable medical diagnostics for patients, practising doctors, clinics and the pharmaceutical industry.
- Providing the leading level of service within the industry, SYNLAB is the partner of choice for healthcare professionals. SYNLAB's services also encompass veterinary and environmental laboratory analysis.
- SYNLAB operates in more than 40 countries across four continents and holds leading positions in most markets. Over 20,000 employees contribute every day to the Group's worldwide success. SYNLAB carries out 500 million laboratory tests per year.

- More information can be found on www.synlab.com

Have a pleasant weekend and best regards

5.1.2e

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Von: 5.1.2e - BD/DCOM/P&B <5.1.2e@minjenv.nl>

Gesendet: Freitag, 25. September 2020 13:27

An: 5.1.2e 5.1.2e@synlab.com

Cc: 5.1.2e <5.1.2e@minvws.nl>

Betreff: Contact

Hi 5.1.2e

My colleague 5.1.2e told me to contact you about the agreement between ministry of Health The Netherlands and Synlab.

You can also contact me by phone:

+31 5.1.2e

Kind regards

5.1.2e

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