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Press release

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PreciPoint is "Best Employer Startups"

Freising – PreciPoint is one of the top 20 startup employers in the Healthcare category in Germany. Business Punk magazine and Statista selected the top startup employers for the first time this year, and PreciPoint was able to beat 2500 other startups right off the bat. The study period was April to August 2021.

PreciPoint specializes in digitization solutions in the field of microscopy. The German company has two locations, one in Freising, Bavaria, and another in Großbreitenbach, Thuringia. PreciPoint has a wealth of experience in microscope manufacturing and its equipment is present in many laboratories worldwide.

"This award is a great pleasure," said Dominik Gerber, managing director of PreciPoint. "We have a really great, creative, and productive team." Flat hierarchies and an open conversation culture are among the foundations of team leadership at PreciPoint. "In addition, we have an open culture of making mistakes here. Failing forward is our philosophy. Because you can only achieve extraordinary things if you try extraordinary things. This mentality creates an open climate for discussion, which our partners also perceive positively," says Nicolas Weiß, Co-CEO at PreciPoint.

Since there is no universal definition of what makes a startup stand out, various criteria were set for the competition to narrow down the set of companies to be examined. Companies that have their headquarters in Germany, were founded between 2012 and 2018, and do not originate from a spin-off of a corporate group were considered for the competition. From April 2021 to July 2021, relevant articles and posts from various media segments were identified and categorized as positive, neutral, or negative using text analysis methods. Additionally, virality and reach were included in the scoring. Peers, experts, and young professionals were also surveyed online about the employer. Does the company have a sustainable business model? Does the strategy make sense? Are there fast promotion opportunities and special benefits? Finally, growth and employee satisfaction were important indicators.

PreciPoint:

PreciPoint Group GmbH specializes in the development, production, and marketing of innovative digitization solutions and photonics systems in the field of microscopy. Already available on the market are its M8 microscope and scanner, O8 oil digital microscope and scanner, as well as FRITZ. All devices are fully motorized transmitted light microscopes, which work completely digitally, do not require an eyepiece, and produce high-resolution images of the samples, which can be stored digitally. The microscopes work with simple and intuitive user guidance via touch screen or mouse click and are controlled by software. In addition, the devices are equipped with a remote function so that they can also be accessed from any location. In addition to hardware products, the company also offers versatile



software applications with which the images can be visualized, processed, and analyzed. The PreciCloud platform enables new working models and fast, low-data-intensive exchange between experts.