



FOR IMMEDIATE RELEASE
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Zoetis Brings AI-Powered Veterinary Diagnostics to WVC 2025

- Artificial intelligence (AI) powered diagnostics will take center stage at the Western Veterinary Conference (WVC) in Las Vegas, Nevada, March 2-5, 2025.
- Zoetis' new point-of-care hematology analyzer, Vetscan OptiCell™, and the 6-in-1 (soon to be 7-in-1) analyzer, Vetscan Imagyst®, will be on display at the booth.
- Leading insights will be shared during dedicated CE sessions from Zoetis hematology experts.

PARSIPANNY, N.J. – February 28, 2025 – Zoetis Inc., the world's leading animal health company, will showcase its latest AI-powered diagnostics innovations at the Western Veterinary Conference (WVC) this March in Las Vegas. Attendees can explore Zoetis' advanced diagnostics solutions, including the new AI-driven complete blood count (CBC) analyzer, Vetscan OptiCell™, and the upcoming Vetscan Imagyst® capability, AI Masses, which will contribute to faster, more confident veterinary decision making for companion animals.

Transforming Veterinary Diagnostics with AI

Further advancing Zoetis' comprehensive cytological portfolio, AI Masses – available from Q2 2025 – will analyze potentially neoplastic cells in lymph node and subcutaneous lesions. The new capability will complement the existing Digital Cytology application by offering advanced image analysis designed to support rapid and precise interpretations. With the addition of AI Masses, Vetscan Imagyst will be the only commercially available veterinary diagnostic tool of its kind to offer seven unique testing applications – AI Masses, Digital Cytology, AI Urine Sediment, AI Fecal, AI Equine Fecal, AI Dermatology, and AI Blood Smear – in one compact tabletop design.

Abhay Nayak, President of Global Diagnostics at Zoetis, said: "With Vetscan OptiCell™, veterinarians can obtain critical hematology results quickly and confidently, enhancing patient care and decision-making. It is a transformative piece of technology – and yet another diagnostic tool in our portfolio that can help veterinarians increase the valuable time they spend with pet owners and patients. AI Masses will further support veterinarians in some of their most challenging clinical decisions. I'm proud of our advanced AI algorithms and innovative product designs that continue to push the boundaries of veterinary diagnostics."

Vetscan OptiCell is the first cartridge-based, AI-powered diagnostic tool for veterinary hematology, providing complete blood count (CBC) analysis for accurate insights in minutes.¹ At the core of its innovation is viscoelastic focusing (VEF), a proprietary microfluidic technology that aligns cells in a single layer, allowing for exceptionally sharp imaging. This permits Vetscan OptiCell to give accurate and reliable platelet counts and providing warning flags when platelet clumping is suspected.

Both products integrate seamlessly with the Virtual Laboratory, giving clinics access to complimentary consultations with board-certified specialists, helping vets provide confident case management with minimal workflow disruption.

Visit booth 2055 at the Mandalay Bay Convention Center during WVC to learn more about Zoetis' comprehensive diagnostics portfolio. The full suite will be on display, and the diagnostic team will be on hand to answer questions.

Attendees can gain additional expert insights by joining Zoetis' educational sessions, which offer valuable guidance on hematology interpretation and case management, helping veterinarians enhance diagnostic confidence in clinical practice:

- Monday, March 3 | 7:00 – 7:50 AM: **When Is Low, Too Low? Managing Hematology Abnormalities in the Cancer Patient**
Sue Ettinger, DVM, Diplomate ACVIM (Oncology)
Moderator: Richard Goldstein, DVM, DACVIM (SAIM), DECVIM-CA
Mandalay Bay Ballroom H, Level 2
- Monday, March 3 | 9:15 – 9:40 AM: **CBC, Easy as 1-2-3: RBC Interpretation**
Eric Morissette, DVM, DACVP, Clinical Pathologist
WVC Central - Learning Hub - Exhibit Hall, Level 1
- Monday, March 3 | 9:45 – 10:10 AM: **CBC, Easy as 1-2-3: WBC Interpretation**
Eric Morissette, DVM, DACVP, Clinical Pathologist
WVC Central - Learning Hub - Exhibit Hall, Level 1

To view the full diagnostics portfolio, visit <https://www.zoetisdiagnostics.com/us>

About Zoetis

As the world's leading animal health company, Zoetis is driven by a singular purpose: to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide – from veterinarians and pet owners to livestock farmers and ranchers. The company's leading portfolio and pipeline of medicines, vaccines, diagnostics and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$9.3 billion in 2024 with approximately 13,800 employees.

DISCLOSURE NOTICES

***Forward-Looking Statements:** This press release contains forward-looking statements, which reflect the current views of Zoetis with respect to: business plans or prospects, future operating or financial performance, future guidance, future operating models; R&D costs; timing and likelihood of success; expectations regarding products, product approvals or products under development and expected timing of product launches; expectations regarding competing products; expectations regarding financial impact of divestitures; disruptions in our global supply chain; expectations regarding the performance of acquired companies and our ability to integrate new businesses; expectations regarding the financial impact of acquisitions; future use of cash, dividend payments and share repurchases;*

foreign exchange rates, tax rates and tax regimes and any changes thereto; and other future events. These statements are not guarantees of future performance or actions. Forward-looking statements are subject to risks and uncertainties. If one or more of these risks or uncertainties materialize, or if management's underlying assumptions prove to be incorrect, actual results may differ materially from those contemplated by a forward-looking statement. Forward-looking statements speak only as of the date on which they are made. Zoetis expressly disclaims any obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. A further list and description of risks, uncertainties and other matters can be found in our most recent Annual Report on Form 10-K, including in the sections thereof captioned "Forward-Looking Statements and Factors That May Affect Future Results" and "Item 1A. Risk Factors," in our Quarterly Reports on Form 10-Q and in our Current Reports on Form 8-K. These filings and subsequent filings are available online at www.sec.gov, www.zoetis.com, or on request from Zoetis.

References

1. Data on file, Study No. DHXMZ-US-24-235, Zoetis Inc

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