

## HOW DO YOU SOLVE A PROBLEM LIKE THE MEDIA?

BY SUKI VIRJI, CONSILIUM STRATEGIC COMMUNICATIONS



Few in the healthcare space would dispute that positive media attention, particularly positive US media attention, plays an important role when growing a successful business. Talking to investors and KOLs every week is often not feasible as it leaves little time to run a business. What better way to fill the gaps in communication and influence key stakeholders – everybody reads the news, right?

At Consilium Strategic Communications we often espouse the importance of an integrated investor relations and communications plan and much of our time is spent developing appropriate key messages for our clients and ensuring these are reflected clearly across all corporate materials. But is this enough to grab the attention of journalists who cover the healthcare space? With so much information to sift through every day in the form of press releases, emails, news alerts, phone calls, conferences, social media and more, is a set of optimistic and perky key messages enough to persuade journalists that your company is worth some of their precious time?

Consilium has found that companies deemed newsworthy by key journalists have one or more of a few key attributes – and the good news is that many companies we meet have these attributes in abundance. Can you differentiate yourself from your peers? Is your product addressing clear unmet medical need? Are you advancing cutting-edge, next generation science or technology? Is your management team experienced and credible? Yes to one or

even all of the above? Brilliant news! Oh hang on, you STILL haven't been getting the attention you deserve? Well, the reality is that you are not alone. So what's going wrong?

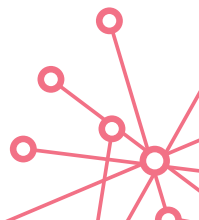
What is often missing, or lacking, when it comes to getting your message across to journalists – and this holds true for all key audiences – is clarity in the storytelling and a strong news hook. With all that information overload, journalists – let's be honest, all of us – don't have the time, inclination, or, quite frankly, the attention span that we used to. Your story is likely buried deep underneath a mountain of data, patent paperwork, licensing clauses, partnering negotiations or – more often than not – more than one of the above.

And with a glut of US healthcare companies with polished pitches, high profile board members and sophisticated CEOs, European biotech companies are often left scratching their heads over how to make themselves heard. The good news is there is a solution.

Dig out the nuggets, buff them up and put them front and centre. Make it easy for journalists to spot the gold. We've helped our clients do just that and regularly have great successes with international media. It helps that we have existing relationships with journalists at key media outlets across the US and internationally, but that's only half the battle. Bringing them concise, digestible, exciting news hooks means we place healthcare companies in high profile publications time and again.

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MONTHLY  
INTELLIGENCE

### MEDIA MOVES

- **Caroline Chen** has left Bloomberg

### ANALYST MOVES

- **Ricky Bhajun** is leaving Degroof Petercam

### BANKING MOVES

- **Duncan Monteith** has joined Numis



# THIS MONTH'S MOVERS AND SHAKERS

- Autolus appointed **Cynthia Butitta** to it's Board of Directors
- Oxford BioMedica appointed **Heather Preston** as Non-Executive Director
- Artios appointed **Pierre Legault** as Chairman
- Bone Therapeutics appointed **Jean Stephenne** as Chairman
- Sobi appointed **Henrik Stenqvist** as CFO
- Nkarta Therapeutics appointed **Paul Hastings** as CEO
- Blade Therapeutics appointed **Ryan Maynard** as CFO
- The Foundation for Angelman Syndrome Therapeutics (FAST) has launched a new company, GeneTx Biotherapeutics, with FAST Chairperson **Paula Evans** as the initial CEO, and **Allyson Berent**, FAST's CSO as COO
- Exogenesis appointed **Dmitry Shashkov** as President and CEO
- Tetraphase Pharmaceuticals promoted COO **Larry Edwards** to COO
- Hikma Pharmaceuticals appointed **Siggi Olafsson** as CEO
- Aro Biotherapeutics appointed **Susan Dillon** as CEO having co-founded the biotech
- AMRI appointed **Tony Mattacchione** as SVP and CFO
- Altune Medical (formerly known as Advanced Cooling Therapy) promoted COO **Keith Warner** to CEO
- Axovant announced that CEO, **David Hung** and President and COO, **Marion McCourt** have stepped down. **Pavan Cheruvu** was named as new CEO
- Cellularity appointed **Bob Hariri** as Chairman and CEO
- Former Celgene CEO **Bob Hugin** officially announced his candidacy for the U.S. Senate
- Surface Oncology promoted **Jeff Goater** from CBO to CEO
- Arbutus announced that CFO **Bruce Cousins** stepped down
- Presbia appointed **Casey Lind** as COO, and promoted **Magda Michna** to COO
- Bracket appointed **Mike Nolte** as CEO
- CordenPharma appointed **Riku Heikki Rautsola** as CEO and President
- Allergan appointed **Matthew Walsh** as CFO
- Arcturus Therapeutics announced that President and CEO **Joseph Payne** was terminated
- PhRMA elected **Robert Bradway** as Chairman, **Olivier Brandicourt** as Chairman-elect, and **James Robinson** as Board Treasurer
- Ian Gilham** became Interim Executive Chairman at Horizon Discovery and **Richard Vellacott** became Interim CEO and CFO
- City of Hope appointed **Jennifer Parkhurst** as CFO
- Liquidia Technologies appointed **Kevin Gordon** as President and CFO
- Cancer Genetics announced that President and CEO **Panna Sharma** stepped down and COO **John Roberts** was named interim CEO
- Immunicum appointed **Michaela Gertz** as CFO
- Parxel CEO **Joseph von Rickenbach** has retired
- Novartis announced that **Bertrand Bodson**, Chief Digital Officer, **Steffen Lang**, Global Head Novartis Technical Operations and **Shannon Klinger** Chief Ethics, Risk and Compliance Officer were appointed to the Executive Committee of Novartis (ECN). **André Wyss**, President Novartis Operations and Country President for Switzerland, also decided to leave the company



## HIGHLIGHTED FUNDRAISING ACTIVITY FROM FEBRUARY TO MARCH 2018

COMPANY NAME	AMOUNT RAISED	TYPE OF FUNDRAISE	COUNTRY	DATE
<b>PUBLIC COMPANY FINANCINGS</b>				
<b>Catalyst Biosciences Inc.</b>	\$100 million	Follow-on	US	13-Feb-18
<b>Amicus Therapeutics Inc.</b>	\$300 million	Follow-on	US	16-Feb-18
<b>Faron Pharmaceuticals Oy</b>	£15.0 million	Private placement	UK	16-Feb-18
<b>Addex Therapeutics Ltd.</b>	\$42.7 million	Private placement	Switzerland	17-Feb-18
<b>Taiwan Liposome Co. Ltd.</b>	\$50 million	IPO	Taiwan	20-Feb-18
<b>Ascendis Pharma A/S</b>	\$225 million	Follow-on	US	22-Feb-18
<b>Aimmune Therapeutics Inc.</b>	\$176 million	Follow-on	US	22-Feb-18
<b>Atara Biotherapeutics Inc.</b>	\$150 million	Follow-on	US	1-Mar-18
<b>Acacia Pharma Group plc</b>	\$49.3 million	IPO	Belgium	2-Mar-18
<b>Bone Therapeutics</b>	€19.45 million	Convertible bond placement	Brussels	7-Mar-18
<b>BioXcel Therapeutics Inc.</b>	\$60 million	IPO	US	8-Mar-18
<b>Clearside Biomedical Inc.</b>	\$85 million	Follow-on	US	8-Mar-18
<b>G1 Therapeutics Inc.</b>	\$100.3 million	Follow-on	US	8-Mar-18
<b>Global Blood Therapeutics Inc.</b>	\$216 million	Follow-on	US	9-Mar-18
<b>Oxford BioMedica plc</b>	£20.5 million	Placement	UK	9-Mar-18
<b>PureTech Health plc</b>	\$100 million	Placement	UK	13-Mar-18
<b>Kiadis Pharma N.V</b>	€23.4 million	Private placement	Brussels	13-Mar-18
<b>Arcus Biosciences</b>	\$120 million	Follow-on	US	15-Mar-18
<b>La Jolla Pharmaceutical Co.</b>	\$100.3 million	Follow-on	US	15-Mar-18
<b>Supernus Pharmaceuticals Inc.</b>	\$350 million	Convertible notes	US	15-Mar-18
<b>Arix Bioscience plc</b>	£87 million	Placing	UK	16-Mar-18
<b>PRIVATE COMPANY FINANCINGS</b>				
<b>Cellularity Inc.</b>	\$250 million	Series A	US	15-Feb-18
<b>Abac Therapeutics S.A.</b>	\$19.6 million	Series A	Spain	15-Feb-18
<b>Synergia</b>	€8.1 million	Series A	Belgium	19-Feb-18
<b>Oric Pharmaceuticals Inc.</b>	\$50 million	Series C	US	21-Feb-18
<b>Kallype Inc.</b>	\$66 million	Series B	US	22-Feb-18
<b>Senti Biosciences Inc.</b>	\$53 million	Series A	US	27-Feb-18
<b>Quantis Therapeutics Inc.</b>	\$48 million	Series A	US	27-Feb-18
<b>Okogen Inc.</b>	\$10 million	Series A	US	27-Feb-18
<b>Generation Bio Co.</b>	\$100 million	Series B	US	27-Feb-18
<b>Inscripta Inc.</b>	\$55.5 million	Series C	US	28-Feb-18
<b>Rubius Therapeutics Inc.</b>	\$100 million	Crossover	US	1-Mar-18
<b>Finch Therapeutics Group Inc.</b>	\$36 million	Series B	US	1-Mar-18
<b>Cullgen Inc</b>	\$15 million	Seed financing	US	1-Mar-18
<b>CARsgen Therapeutics Co. Ltd.</b>	\$60 million	Pre-Series C	China	2-Mar-18
<b>ViewPoint Therapeutics Inc.</b>	\$35 million	Series B	US	5-Mar-18
<b>Oxford Vacmedix UK Ltd.</b>	\$12.5 million	Series A	UK	6-Mar-18
<b>23mofang Biotechnology Co. Ltd.</b>	\$15.8 million	Series B	China	6-Mar-18
<b>Atomwise Inc.</b>	\$45 million	Series A	US	7-Mar-18
<b>JW Therapeutics</b>	\$90 million	Series A	China	8-Mar-18
<b>Prevail Therapeutics Inc.</b>	\$75 million	Series A	US	8-Mar-18
<b>Cyteir Therapeutics Inc.</b>	\$29 million	Series B	US	8-Mar-18
<b>Humacyte Inc.</b>	\$75 million	Series C	US	9-Mar-18
<b>TAE Life Sciences</b>	\$40 million	Series A	US	12-Mar-18
<b>OxSyBio Ltd.</b>	\$13.9 million	Series A	UK	12-Mar-18
<b>Escalier Biosciences B.V.</b>	\$19 million	Series B	Netherlands	13-Mar-18
<b>Crinetics Pharmaceuticals Inc.</b>	\$63.5 million	Series B	US	13-Mar-18
<b>Ideaya Biosciences Inc.</b>	\$94 million	Series B	US	15-Mar-18
<b>twoXAR Inc.</b>	\$10 million	Series A	US	19-Mar-18
<b>Unity Biotechnology Inc.</b>	\$55 million	Series C	US	19-Mar-18
<b>TCR2 Therapeutics Inc.</b>	\$125 million	Series B	US	21-Mar-18



# INVESTOR CONFERENCE EVENT CALENDAR

## 2018

### APRIL

**HC Wainwright Monaco Global Biotechnology Conference**, Monaco (8-10 April)  
**ARM Cell & Gene Therapy Investor Day**, New York (17 April)  
**Kempen & Co Life Sciences Conference**, Amsterdam (18-19 April)  
**BioTrinity 2018**, London (23-25 April)  
**ChinaBio Partnering Forum**, Suzhou (25-26 April)

### MAY

**Deutsche Bank Annual Healthcare Conference**, Boston (8-9 May)  
**BioEquity Europe**, Ghent (14-16 May)  
**Bank of America Merrill Lynch 2018 Healthcare Conference**, Las Vegas (14-17 May)  
**New York BIO Annual Conference**, New York (16-17 May)  
**Citi Swiss Healthcare Day**, Zurich (17 May)  
**UBS Global Healthcare Conference**, New York (21-23 May)  
**BIA UK CEO and Investor Forum**, Buckinghamshire (23-24 May)  
**Anglonordic Life Science Conference**, London (24 May)

### JUNE

**BIO International Convention**, Boston (4-7 June)  
**Jefferies 2018 Global Healthcare Conference**, New York (5-8 June)  
**Goldman Sachs 38th Annual Global Healthcare Conference**, Palos Verdes (12-15 June)  
**Piper Jaffray Heartland Summit**, Minneapolis (13-14 June)  
**Citi European Healthcare Conference**, London (19-20 June)  
**JMP Securities Life Sciences Conference**, New York (20-21 June)  
**JP Morgan European Healthcare Conference**, London (21 June)

### AUGUST

**Canaccord Genuity Annual Growth Conference**, Boston (8-9 August)

### SEPTEMBER

**Rodman & Renshaw Annual Global Investment Conference**, New York (4-6 September)  
**Wells Fargo Securities Healthcare Conference**, Boston (5-6 September)  
**RW Baird Healthcare Conference**, New York (5-6 September)  
**Citibank Annual Biotech Conference**, Boston (5-6 September)  
**BioCentury Annual Newsmakers in the Biotech Industry**, New York (7 September)  
**Morgan Stanley Global Healthcare Unplugged Conference**, New York (10-12 September)  
**BAML Global Healthcare Conference**, London (11 September)  
**Goldman Sachs Annual European MedTech & Healthcare Services Conference**, London (TBD)  
**Goldman Sachs Annual Biotech Symposium**, London (TBD)

### OCTOBER

**Cantor Fitzgerald Healthcare Conference**, New York (1-3 October)  
**Ladenburgh Thalman Healthcare Conference**, New York (2 October)  
**ARM Cell & Gene meeting on the Mesa**, La Jolla (3 October)  
**Sachs Annual Medtech & Digital Health Forum**, Basel (3 October)  
**Sachs Annual Biotech in Europe Forum**, Basel (4-5 October)  
**Biotech in Europe Forum**, Basel (4-5 October)  
**Cowen & Co. Annual Therapeutics Conference**, New York (9-10 October)  
**BIO Investor Forum 2018**, San Francisco (17-18 October)  
**BIA UK Bioscience Forum**, London (18 October)

### NOVEMBER

**FT Global Pharmaceutical and Biotechnology Conference 2018**, London (5-6 November)  
**BIO-Europe 2018**, Copenhagen (5-7 November)  
**Credit Suisse Annual Healthcare Conference**, Scottsdale (5-7 November)  
**Consilium Strategic Communications Annual Healthcare Conference**, London (13 November)  
**Biotech and Money World HealthEx Forum**, London (13 November)  
**Boston Biotech Europe CEO**, London (13-14 November)  
**Stifel Nicolaus Weisel Healthcare Conference 2018**, New York (13-14 November)  
**Jefferies Healthcare Conference**, London (14-15 November)  
**Piper Jaffray Annual Healthcare Conference**, New York (27-29 November)  
**Forbes Healthcare Summit**, New York (28-29 November)  
**Canaccord Genuity Medical Technology and Diagnostics Forum**, New York (TBD)

### DECEMBER

**Berenberg Bank Annual European Conference**, Surrey (3-4 December)  
**Citibank Global Healthcare Conference**, New York (5-6 December)



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**May 14-16, 2018**  
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If you would like to receive our Monday Healthcare Bulletin, which summarises all healthcare business news from the weekend, please contact: [admincsc@consilium-comms.com](mailto:admincsc@consilium-comms.com)

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