

Investor Relations: Leading Mid-Cap Biotech Company

Objective

- Assist the company in investor relationship development in order to increase institutional ownership with new holders and affect additional sell-side coverage

Corporate Communications/Investor Relations

- Develop qualified institutional targets
- Develop internal infrastructure to qualify institutional targets and convert them to shareholders (Project Shareholder)
- Manage investor event to announce key corporate collaboration for a cancer compound
- Develop follow up program with institutions that have met with management to gain insights and perceptions
- Provide written report and presentation on recommendations and next steps

Return on Investment

- 2M+ shares purchased in one quarter as a result of combined efforts

Public Relations: Announcement of Clinical Data/Analyst Meeting

Objective

- Develop cohesive communications strategy for public release of clinical data
- Obtain "buy-in" from appropriate parties both internally and with development partner

Corporate Communications/Investor Relations

- Host analyst meeting at cancer conference
- Work with cancer officials to ensure that company was in compliance with meeting requirements
- Obtain most appropriate time for meeting, not conflicting with other presenting companies to ensure appropriate attendance
- Webcast event
- Develop agenda and script
- Develop appropriate invitation list and get influential members of the investment community to attend
- Secure exclusive press opportunity focused on new therapies in cancer treatment
- Ensure "First Call Reports" presented clinical results effectively

Return on Investment

- Analyst meeting attendance received high attendance and consisted of the most influential financial analysts and portfolio managers in biotechnology
- Favorable "First Call Reports" from SG Cowen, Robertson Stephens, Dain Rauscher and Stephens Inc.
- Company profiled in The Boston Globe
- Representation by partner company at analyst meeting