

Ophthalmology Experience and Success Raising Visibility and Building Strategic Relationships

Situation:

- EyeGate Pharma had moved the company from Europe to the US and had a need to get their story told to the right constituencies in order to communicate the value of the company's iontophoresis ocular delivery platform, increase visibility and build their value proposition to potential investors and partners.

Strategy:

- LaVoie Group developed an integrated communications program which included venture relations and financial communications strategies. New branding and corporate positioning was developed.

Results

- **Investment Community:** Secured U.S. lead of a \$15M Series C financing round at increased valuation from new investor Medicis Capital in March 2008
 - Established Additional New Relationships with leading firms such as:
 - **Venture Companies:** Essex Woodlands, Warburg Pincus, Fidelity BioSciences and Canaan Partners
 - **Brokerage firms:** Jeffries & Company, Cowen, BMO, Pacific Growth, and Rodman & Renshaw
- **Partnerships:** EyeGate is currently underway with a research and collaboration agreement with a top pharmaceutical company
 - The agreement will support a joint research and feasibility committee to evaluate EyeGate's *iontophoresis* delivery technology with the pharmaceutical company's proprietary antibody compounds

Results

➤ Media Highlights:

- **Scrip:** Secured interview for an EyeGate company profile in April 2009 (coverage pending for June 2009)
- **Financial Times/Pharmawire:** February 2009 story on the M & A activity in the ophthalmology space featuring LaVoie client EyeGate Pharma
- **BioCentury:** September 2008 cover story, "The Eyes Have It" included LaVoie clients EyeGate, Ophthotech and ESBAtech
- **Medical Device Daily:** July 2008 article on EyeGate Pharma's clinical and corporate milestones
- **Drug Delivery & Technology:** Feature articles on ophthalmology innovations from EyeGate (January 2008)

➤ Industry Analysts:

- Frost & Sullivan report on 2008 Ophthalmology Delivery (EyeGate included)
- EyeGate received Frost & Sullivan's Technology Innovation of the Year award in Ophthalmology in 2008

Media and Analyst ROI



By Sasha Damouni, James Avallone and Nadia Damouni
Published: February 10 2009

EyeGate CEO Stephen From said ophthalmology is one of the last areas in the life sciences where there is a substantial unmet medical need and is a market that could produce further potential blockbusters. He specifically commented on dry-AMD, which comprises most of the AMD market, and spoke about the fact that there is no therapeutic approved for diabetic macular edema.

EyeGate, a company developing a platform of medicine to treat diseases of the eye using its non-invasive, iontophoretic drug-delivery system, would be very attractive to any of those firms in the ophthalmology space, From said. Still, he noted the company is not at the stage yet for a takeover, and is currently in partnership discussions.



Product Development The eyes have it

By Bill McElwain
A Karmali Research
Senior Writer

Continued interest in ophthalmology, new targets and an overall robust pipeline suggest strong growth in ophthalmology. In 2008, the ophthalmology pipeline was the most robust of any therapeutic area, with 120 drugs in development. The pipeline is expected to grow to 150 drugs by 2012, according to Karmali Research. The pipeline is expected to grow to 150 drugs by 2012, according to Karmali Research. The pipeline is expected to grow to 150 drugs by 2012, according to Karmali Research.

"The real question to be investigated over the next several years is whether ocular diseases like AMD can be treated systemically."
—Richard A. Anderson, MD, EyeGate

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Exciting science
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Media and Analyst ROI



Corporate/Website Rebranding



EyeGate
pharma
Breaking the Barriers of Ophthalmic Medicine

Delivering drugs into the eye is harder than it looks. Current modalities, such as topical eye drops have low efficacy characteristics. Others, such as invasive intravitreal injections, have serious safety issues that leave patients and ophthalmologists with limited, often painful options.

As a general alternative to current ocular delivery methods, EyeGate Pharma is commercializing a non-invasive, contactless, drug delivery system, the EyeGate®. The system employs a mild, electrical current to enhance the transport of molecules through cells and tissues. Clinical studies using the EyeGate® to treat several ocular eye conditions are scheduled for the first half of 2015.

EyeGate is focused building a robust, internal product pipeline while establishing itself as the delivery partner of choice for leading drug developers. EyeGate also has significant expertise in drug formulation for contactless delivery, allowing time applications and patent extensions for existing drugs.

EyeGate® Delivery System

Key EyeGate® Advantages

- Patient-friendly, non-invasive delivery to anterior and posterior chambers of the eye
- Potential for increased patient safety and tolerance
- Ample systems capacity via laser delivery
- Programmable dose control
- Average delivery time 3 - 5 minutes
- Small profile with very sharp focus
- Field of covered oculars combined for a number of low and high weight molecules

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EyeGate
pharma
Breaking the Barriers of Ophthalmic Medicine

EyeGate Pharma is a specialty pharmaceutical company focused on the field of ophthalmics. For ocular patients it leverages our innovative delivery technology to the eye with our proprietary EyeGate® delivery system. A unique, non-invasive, contactless, non-painful, drug delivery system for the potential treatment of numerous diseases of the eye and other ocular conditions.

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EyeGate
pharma
FA *Food and Drug Administration*

NON-INVASIVE DELIVERY, INJECTABLE DRUGS

TECHNOLOGY

CLINICAL PROGRAMS

EyeGate Pharma is a specialty pharmaceutical company focused on the field of ophthalmics. For ocular patients it leverages our innovative delivery technology to the eye with our proprietary EyeGate® delivery system. A unique, non-invasive, contactless, non-painful, drug delivery system for the potential treatment of numerous diseases of the eye and other ocular conditions.