

# 'Targeting cancer'

## Building a European profile.



### Background

Antisoma is a biopharmaceutical company specialising in the development of products for the treatment of cancer.

Following its groundbreaking deal with Roche in 2002, Antisoma decided to take the opportunity to broaden its European investor base; capitalising on increasing interest from German, French, Swiss and Scandinavian investors.

### Objectives

Central to the success of this programme would be the communication of:

- The strength of Antisoma's business and development strategy, including the long-term value of its collaboration with Roche
- The potential of the Company's cancer products in addressing significant markets and major unmet medical needs

Our objectives were (i) to build Antisoma's profile and positioning within the financial communities in Europe; (ii) to work with the media to competitively position the company, its products and technologies; (iii) to achieve a sustainable level of scientific and commercial credibility and (iv) to facilitate the achievement of Antisoma's business objectives.

### Tactics

A perception study amongst European financial journalists and analysts was conducted as an initial benchmarking exercise. This was regularly repeated to measure progress.

Key messages were agreed and marketing materials (corporate fact sheets, website and press releases) were created in German and French.

De Facto arranged European roadshows, one-on-one meetings and conference/event-linked meetings with sell-side analysts and journalists in target markets.

We also provided guidance and support for conference attendance across Europe and for US events including presentations at major investment conferences.

### Results

Follow-on perception studies have shown a much higher awareness and understanding of Antisoma in Germany, Switzerland and France. The company now has a substantial German investor base and good relations with key analysts in major European markets. Media coverage has been achieved in nearly all major European business media including Les Echos, Le Figaro, Finanz und Wirtschaft and Börse Online.

