



# BIO€QUITY EUROPE<sub>2011</sub>

*The 12th Collaborative Gathering of the  
Corporate & Investment Communities  
for the European Life Sciences*

**May 23-24, 2011**

**Paris, France**

Paris Marriott Rive Gauche

Organized By

**BioCentury™ EBD  
GROUP**

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## An Invitation to Participate in *Bio€quity Europe*

More than a decade ago, BioCentury, EBD Group and BIO joined with like-minded collaborators in the international banking and venture communities to launch *Bio€quity Europe*, a forum singularly focused on the financial health of European biotech.

Celebrating its 12th meeting in 2011, *Bio€quity Europe* has become the seminal industry event for financial dealmakers looking for investor-validated life science companies positioning themselves to attract capital, and for pharmaceutical licensing professionals to assess top prospects. Over the past decade, *Bio€quity Europe* has showcased more than 350 leading European companies to thousands of investment and pharma business development professionals.

This turf-neutral conference ensures you the best access to top-tier CEOs, CFOs and decision makers in the international investment community, allowing you to amplify your image to an unmatched network of European industry leaders assembled by BioCentury, EBD Group and BIO.

You can be part of this showcase. Mark your calendars for May 23-24, 2011, and join this “must-attend” event!

For sponsorship opportunities, please contact  
Eric Pierce at +1 312-755-0798 / [ericpierce@biocentury.com](mailto:ericpierce@biocentury.com).

## More Than a Decade of Turf-Neutral Investment Leadership

After more than a decade of service, *Bio€quity Europe* is the benchmark venue for turf-neutral discussions among the biotech industry, public and private investors and senior pharmaceutical company executives. This is because *Bio€quity Europe* has proven to be the magnet for European life science executives, asset managers, venture capitalists, investment bankers and business development/licensing professionals. Delegates from 22 nations attended *Bio€quity Europe* 2010 in Zurich.

### A Stake In Europe's Growth

*Bio€quity Europe* holds a strong stake in the growth of Europe's biotech sector and its ability to attract capital. In the six years leading up to the first *Bio€quity Europe* meeting in 2000, European biotechs had raised a total of \$5.4B. Since then, the sector has raised \$44.7B, with 70% coming from public markets and 30% from the venture community.

	Yearly AVG Pre-Bio€quity <sup>A</sup>	Yearly AVG Post-Bio€quity <sup>B</sup>
Total Venture	\$248 million	\$1,211
Total IPO	\$289	\$572
Total Other Public	\$361	\$2,373
Total Raised	\$898	\$4,155

(A) 1/1/94-12/31/99 (B) 1/1/00-9/30/10;  
Source: BCIQ™: BioCentury Online Intelligence

*"Bio€quity Europe is the forum where executives and investors talk about potential solutions to the constantly changing hurdles facing the sector globally. The conference attracts top tier CEOs, CFOs and investment professionals from Europe and across the globe -- a must do."*

**Dr. Denise Pollard-Knight, CEO,**  
Nomura Phase4 Ventures

### Collaborative, Turf-Neutral Industry Summit

This unique setting is made possible by the robust support of regional life science organizations and the Gold, Silver and Contributing Sponsors, whose efforts on behalf of *Bio€quity Europe* enable the conference to be a true collaborative gathering of the corporate and investment communities.

### Benefits for Sponsors

- Nominate Presenting Companies
- Sponsor recognition in targeted promotions to BioCentury and EBD Group's proprietary databases, including:
  - Announcements in *BioCentury: The Bernstein Report on BioBusiness®* and in *BioCentury Extra*, BioCentury's daily executive news service
  - Promotional e-mails to an international audience
- Sponsor's name included in advertising on the "BioCentury This Week" TV website, [www.biocenturytv.com](http://www.biocenturytv.com)
- Sponsor's logo placed prominently on the *Bio€quity Europe 2011* website
- Each Sponsor level receives a respective number of complimentary VIP registrations for *Bio€quity Europe 2011* (valued from €22,000-€75,000)
- Access to delegates via online meeting system
- Access to onsite meeting space
- Distribution of sponsor's company collateral at venue

### 2010 Regional Host

Swiss Host Committee • Aravis Venture Associates • Bellevue • Credit Suisse • Ernst & Young • Greater Zurich Area • Novartis • Swiss Exchange • Swiss Biotech • Swiss Biotech Association

### 2010 Silver Equity Sponsors

• Nomura Phase4 Ventures • Piper Jaffray • WilmerHale

### 2010 Contributing Sponsors

Abingworth • CMS • gellerbiopharm • Gilde Healthcare Partners • Kurma bioFund • LSP • MeesPierson • Merck Serono • Roche Venture Fund • Sofinnova Partners • Wedbush Pacific Growth • Yorkville Advisors

#### About BioCentury

BioCentury Publications, Inc. provides essential industry intelligence across the full spectrum of the industry's value chain from research through commercialization, reaching a global audience of biotech and pharmaceutical executives and investors. With 18 years of service, the company is privately owned and does not invest in or recommend individual stock purchases; therefore, subscribers benefit from BioCentury's independent perspective and trustworthy content, built on deep knowledge and data-driven analysis. For more information, please visit [www.biocentury.com](http://www.biocentury.com).

#### About EBD

EBD Group is the leading partnering firm for the global life science industry. Since 1993, biotech, pharma and medical device companies have leveraged EBD's partnering conferences, technology and services to identify business opportunities and develop strategic relationships essential to their success. EBD Group's conferences include BIO-Europe, BIO-Europe Spring®, BioPharm America™, EuroMedtech™ and *Bio€quity Europe*. EBD Group's Web-based, partnering service partneringONE™ is used at numerous third-party events around the world. EBD Group's consultants provide hands-on assistance for firms seeking to in- or out-license products and technologies. EBD Group has offices in the USA and Europe. For more information, please visit [www.ebdgroup.com](http://www.ebdgroup.com).

#### About BIO

BIO represents more than 1,200 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world. For more information, please visit [www.bio.org](http://www.bio.org).

## Independently Selected Presenting Companies

Once again, *BioEquity Europe 2011* will be anchored by 66 investor-validated Presenting Companies, plus the special "Next Wave" sessions, featuring 24 fresh investment opportunities represented by young innovator companies.

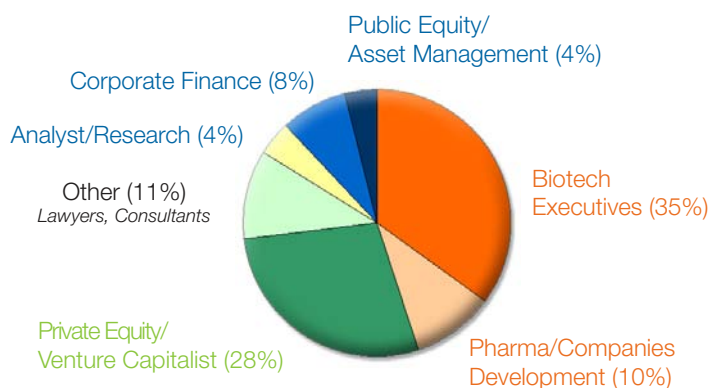
The financial community recognizes that the Presenting Companies and Next Wave presenters are independently chosen by BioCentury based on rigorous criteria, including fundraising validation and upcoming milestones informed by the intelligence of the conference's leading sponsors.

As proof of principle, the *BioEquity Europe* Class of 2010 represented more than 20% of the \$2 billion raised by European biotech in all of 2009.

Special events and private meeting space, supported by an online meeting system, allow the Presenting Companies and Sponsors to network and conduct one-on-one meetings with the delegates throughout the two-day event.

**For a list of the Class of 2010 Presenting Companies, please visit the *BioEquity Europe* website at [www.biocentury.com](http://www.biocentury.com).**

### 2010 Attendee Breakdown



### Benefits for Presenting Companies

- Full 25-minute corporate presentation, plus breakout session
- Access to all attendees through an online meeting system available prior to the conference, enabling targeted one-on-one meetings
- Two members of the management team can attend under the presenting company fee
- Opportunity to invite select investors to attend free of charge
- Access to all conference networking events
- Opportunity to book private meeting rooms without charge
- Company profile published in the conference booklet provided at the conference to all registrants
- Recognition as a Presenting Company in global marketing targeted at highly qualified investment professionals and pharma licensing executives
- Extensive recognition as a Presenting Company in *BioCentury*, *BioCentury Extra* and on the *BioCentury* conference website
- Company logo posted on *BioEquity Europe 2011* website for one year following the event
- High-level Sponsors and key opinion leaders comprising the *BioEquity* faculty validate conference value

*"BioEquity Europe is a key event in our calendar and for many other venture capitalists both from Europe and increasingly from the US. With high caliber attendees and a quality program, BioEquity Europe is a networking forum we value being a part of."*

**Dr. Carole Nuechterlein**, Head,  
Roche Venture Fund

*"BioEquity Europe has the largest and finest attendance of investors in both public and private biotech equity. Time is well spent among strong CEOs in 1-on-1 meetings, and the networking with fellow investors is hard to beat. I can only recommend it!"*

**Dr. Thomas Tscherning**, Partner, Adze Partners Ltd.

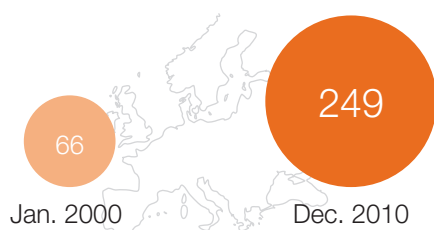
## More than a Decade of Thought Leadership & Investment Intelligence

*BioEquity Europe 2011* will assemble an international faculty to provide forward-looking insights into how investors, payers and big pharma are redefining the benchmarks for value creation in the life sciences.

This concentration of expertise is a compelling reason why *BioEquity Europe* remains the wellspring of current intelligence for biopharma companies and their investors.

### Europe's Market Expansion

#### Number of European Public Companies



Since the first *BioEquity Europe* meeting in 2000, the number of European public companies has expanded more than 250%.

Source: BCIQ™: BioCentury Online Intelligence

*"BioEquity Europe truly is a must go for both VCs and CEOs of life science companies in Europe . . . it is THE event where you can feel the pulse of the industry."*

**Antoine Papiernik**, Managing Partner,  
Sofinnova Partners

#### Selected high impact topics discussed at *BioEquity Europe 2010*:

- Deals with Transformation in Mind: How private and public companies built out through deal flow in 2009-2010 using the blockbuster asset sale, the technology access deal, the platform monetization deal and the pre-structured buyout
- Best Practices on Creating Partner-ready Assets: Pharma faculty offered concrete lessons on what biotechs must do leading up to the clinic to optimize and validate partner-ready drug candidates
- Getting It Right - European Deals that Mastered the Public Markets: CEOs discussed success with approaches including PIPEs, IPOs, and follow-ons and rights offerings to advance key programs
- Best Practices on Getting to the First Venture Round: Entrepreneurs and technology pioneers provided insight on how to prepare new companies for the first round of capital, with guidance from early stage investors and successful dealmakers
- E&Y's Beyond Borders: "The New Normal" - A discussion on the firm's 24th annual industry report, exploring how global technology is faring in the new economy

#### Selected high impact topics discussed at *prior meetings*:

- What We Must Become: Business & Financing Models for Success in the Next Decade (2009)
- Cross Border Biotech M&A (2007 & 2001)
- Lessons from the First €100 Million (2006)
- Private European Workshops on Asset Building Strategies (2005)
- The Realities of Competing for International Investors (2004)
- Improving Tech Transfer from Europe's Leading Scientific Institutions (2003)
- Building a Complete Company: Where is Europe Going? (2002)
- Expanding the Life Science Market In Europe (2000)

## BioEquity Europe 2010 Faculty

**Dr. Joe Anderson**, Partner, Abingworth  
**Ton Berkien**, Director, Strategic Projects/M&A, Nycomed  
**Eric Bernhardt**, Head of Healthcare, Bellevue Asset Management  
**Dr. Karen Bernstein**, Chairman and Editor-in-Chief, BioCentury  
**Dr. David Chiswell**, CEO, Nabriva Therapeutics AG  
**Dr. Ulrich Dauer**, CEO, 4SC AG  
**Dr. Declan Doogan**, CEO, Amarin Corp. plc  
**Tim Edwards**, CEO, Cellzome Inc.  
**David Flores**, President & CEO, BioCentury  
**Arthur Franken**, Partner, Gilde Healthcare Partners  
**Dr. Jonathan Freeman**, Head of Licensing Global Business Development, Merck Serono S.A.  
**Dr. Lubor Gaal**, Head of Europe, Global Search, Strategic Transactions Group, Bristol-Myers Squibb Co.  
**Dr. Ulrich Geilinger**, Director and Investment Advisor, HBM Partners AG  
**Glen Giovannetti**, Global Biotechnology Leader, Ernst & Young  
**Hans Peter Hasler**, HPH Management GmbH, former Head, Biogen Idec International  
**Dr. Christoph Hüls**, Vice President Early Stage Licensing, Merck Serono S.A.  
**Dr. Christian Itin**, CEO, Micromet Inc.  
**Dr. Joël Jean-Mairet**, Partner, Ysios Capital Partners  
**Dr. Kevin Johnson**, CEO, PanGenetics B.V.  
**Martijn Kleijwegt**, Managing Partner, LSP Life Science Partners  
**Dr. Anders Knutson**, Director, European Healthcare Investment Banking, Credit Suisse  
**Dr. Werner Lanthaler**, CEO, Evotec AG  
**Hendrik Liebers**, CFO, Probiodrug AG  
**Dr. Genghis Lloyd-Harris**, Partner, Abingworth LLP  
**Neil Mackison**, Managing Director and Head, European Health Care Banking, Piper Jaffray Ltd.  
**Sean McKercher**, Vice President of Business Development, Ipsen Group

**Alain Maiore**, Partner, Kurma Biofund  
**Dr. Allan Marchington**, Partner, Apposite Capital LLP  
**Gwen Melincoff**, Senior Vice President, Business Development, Shire Pharmaceuticals plc  
**Dr. Edwin Moses**, CEO, Ablynx N.V.  
**Dr. Michael J. Nowak**, Managing Director, Yorkville Advisors LLC  
**Dr. Carole Nuechterlein**, Head, Roche Venture Fund  
**Antoine Papiernik**, General Partner, Sofinnova Partners  
**Marcus Pickel**, Counsel, WilmerHale  
**Joe Pillman**, Partner, WilmerHale  
**Dr. Denise Pollard-Knight**, CEO, Nomura Phase4 Ventures  
**Dirk Reyn**, CEO, Movetis N.V.  
**Gino Santini**, SVP Corporate Strategy and Business Development, Eli Lilly and Co.  
**Scott Sarazen**, Global Life Sciences Leader, Ernst & Young  
**Dr. Corinne Savill**, Global BD&L, Head, Search & Evaluation General Medicines, Novartis  
**Dr. Hans Schikan**, CEO, Prosenza Therapeutics B.V.  
**Carola Schropp**, President, EBD Group  
**Dr. Bernard Sixt**, CEO, Agendia B.V.  
**Dr. Andrew Slade**, President, Menarini Biotech  
**Dr. Ulrich Springer**, Lead Partner, CMS Hasche Sigle  
**Jean-Philippe Tripet**, Founder and Managing Partner, Aravis Venture Associates  
**Dr. Christian Zahnd**, CEO, Molecular Partners AG  
**Jürg Zürcher**, Biotechnology Leader for Europe, Middle East, India and Africa, Ernst & Young