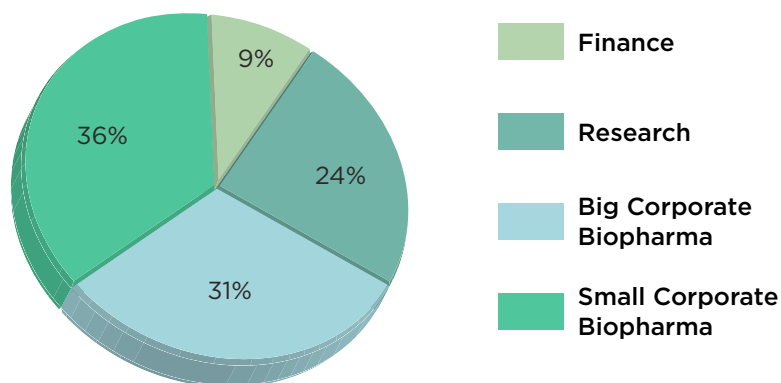


eMedia Kit

BioCentury is internationally recognized as the leading provider of independent value-added business intelligence and analysis for life science companies, Investors, academia and government on the strategic issues essential to the formation, development and sustainability of life science ventures. Since 1992, BioCentury provides our audience with authoritative and up-to-date intelligence about product development, corporate strategy, partnering, emerging technology, clinical data, public policy and the financial markets.

BIOCENTURY'S SUBSCRIBER AUDIENCE



Put your company in front of c-level executives at life science companies.

www.BioCentury.com

BIOCENTURY.COM is a comprehensive website that provides timely news and analysis about the global life science industry.

Thoughtful analysis covering:

- Product Development
- Corporate Strategy
- Partnering
- Emerging technologies
- Clinical reporting and data
- Public and regulatory policy
- Financial investments and market

BioCentury.com provides access to:

- BioCentury on BioBusiness
- BioCentury Extra
- BioCentury Week in Review
- BioCentury Innovations
- BioCentury Archives
- BCIQ Business Intelligence Database
- BioCentury Conferences
- BioCentury eLearning Center

BioCentury.com Visitor Information

- 117,500 visitors per month
- 280,000 page views per month
- 46% of site visitors are from outside of North America

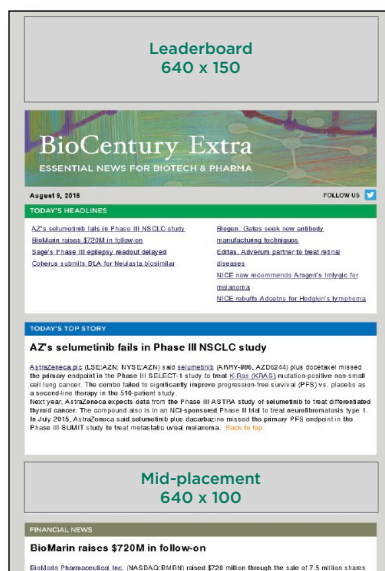
Content sponsorship:

Featured article on the home page includes a 870x350 graphic and landing page with the option of lead generation form.

Position	Weekly Rate	Share of Voice
Leaderboard 728x90	\$850	100%
Skyscraper 300x600	\$850	100%
Medium Rectangle 300x250	\$700	100%
Home Page Content Sponsorship	\$1000	20%

BioCentury's Electronic Publications

BioCentury Extra



BIOCENTURY EXTRA is published every business day and emailed to all subscribers for viewing on mobile devices or online, providing busy executives and investors with a concise report of key industry news events that are selected for importance by *BioCentury's* experienced editors.

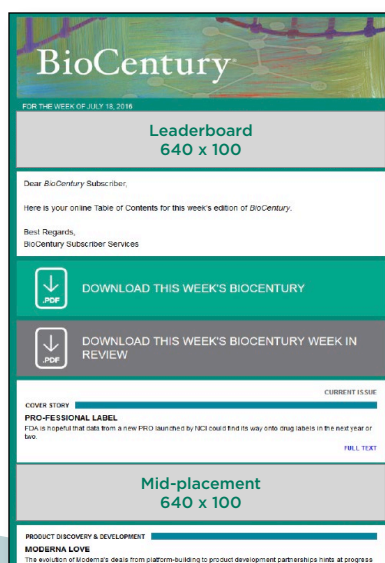
Feature sections include:

- Today's Headlines
- Top Story
- Financial News
- Clinical News
- Company News
- Politics and Policy

Advertising options

640x150 static gif leaderboard and 65 word text ad	\$3,250/week
640x100 static gif mid-placement ad	\$1,850/week

BioCentury eTOC



BIOCENTURY'S eTOC is a weekly email that delivers *BioCentury's* table of contents with quick links to immediately access top stories featured in the weekly edition of *BioCentury*.


Advertising options

640x100 static gif leaderboard and 65 word text ad	\$1,100/issue
640x100 static gif mid-placement ad	\$750/issue

Sponsored Email Broadcast

With a comprehensive database of life science professionals, *BioCentury* offers you access to executives and decision makers in the industry. *BioCentury's* production team will send out an html email message on your behalf to a select targeted audience. Your custom message will be embedded into *BioCentury's* sponsored email broadcast template and will drive traffic back to your website or content.

BioCentury *A Message From One of Our Sponsors*
Sponsor Provided Content




What Makes Norgine Different?

Norgine is a leading European specialist pharmaceutical company that has been established for 110 years and has a presence in all major European markets - companies come to us in order to develop and market their products in Europe.

What sets Norgine apart from other companies is its flexible and agile approach to partnership. Norgine has a number of ways of working with partners, whether it's through a joint venture, a profit share or a conventional licensee.

Click below to view our video and learn more.

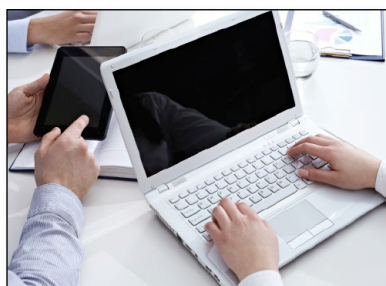


Price per email begins at \$4,000

Multimedia

BioCentury's Webcast

BIOCENTURY'S WEBCAST PROGRAM is a moderated online panel discussion conducted as a live or pre-recorded one hour event and can be played on a webcast interface that displays slides and audio, streaming video, and interactive features including polling, chat, and more. The webcast platform is easy to use and does not require software downloads to allow easy access to these popular broadcasts. We offer you an opportunity to participate in our webcast program as an exclusive sponsor. BioCentury offers a variety of webcast formats and suggested topics that provide our audience with the information they need on current news, ground-breaking products and applications, and important trends in the business of biopharmaceuticals. BioCentury's award winning editorial staff works with you to customize the presentation to attract your target audience and to demonstrate your connection and/or expertise on the topic(s). Webcasts allow sponsors to engage with their global audience while saving money on travel and event expense.



Benefits include:

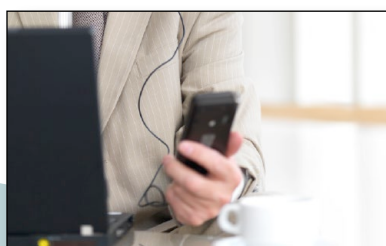
- Align yourself with thought leadership and quality content
- Powerful lead generation tools with real-time reporting, including custom demographic information
- Design of all marketing materials
- An exclusive integrated marketing campaign designed to capture your target audience including emails, online ads, and event listings in BioCentury.
- Dedicated producer for rehearsal and live event
- Hosting of your webcast for 6 months
- Copy of your webcast after the campaign completes

Price per Audio Webcast with slides \$13,500

Price per Video Webcast with slides \$21,500

BioCentury's Podcast

BIOCENTURY'S PODCAST PROGRAMS offer a plethora of podcasts to provide our readers with the latest in news, products, trends, and breakthroughs. Our editorial team works with you to customize the programming to reach the most relevant listener base and show your thought leadership on the topic. Listeners can tune in through a media player on biocentury.com. Podcasts are typically 10 minutes in length and are set up like an audio interview with a question and answer exchange.



The podcasts are hosted on biocentury.com for 6 months and allow the sponsor the opportunity to link back to three pieces of related content on their websites. Our podcasts are marketed through the monthly multimedia mailing sent to all *BioCentury* subscribers, and through *BioCentury Extra*.

Price per Episode \$4,000

Price per Episode for three or more \$3,000

BioCentury White Papers

eLearning

This library hosts valuable papers that provide technical information on new and existing products, applications, and techniques submitted by the Biopharm Industry's leading providers. *BioCentury* invites readers to download these whitepapers at no charge after providing some short contact information. In addition, sponsors will have access to download data containing all leads provided monthly by *BioCentury*.

BioCentury sends out a monthly email containing links to whitepapers. Included in this email is a brief description of the whitepaper and a link to download the paper. This link will bring the reader directly to a lead generation form that they must fill out to complete the download. In addition to lead generation, *BioCentury* will host your whitepaper in the **E-LEARNING CENTER** on biocentury.com.

The screenshot displays the BioCentury website interface. At the top, there is a navigation bar with links for PUBLICATIONS, ARCHIVES, BCQ, and CONFERENCES. Below this is the BioCentury logo and a search bar. The main content area is titled "eLearning Center" and features a section for "WHITEPAPER ARCHIVES". Three featured whitepapers are listed:

- Featured White Paper: Biopharma Operational Scale Up for First Product Launch: Planning for Successful Execution in Challenging Times** by L.E.K. Consulting, posted on July 14, 2016. The text describes the challenges of scaling up from R&D to a fully integrated drug company.
- Diagnostics for Superbugs: A Lynchpin for Turning the Tables on this Global Scourge** by L.E.K. Consulting, posted on July 14, 2016. The text discusses the growing threat of antibiotic-resistant superbugs and the need for more targeted antibiotics.
- In Vitro Diagnostics** by BioVox, posted on May 23, 2016. The text discusses the challenges and opportunities of IVD in Europe and the US.

At the bottom of the page, there is a footer with navigation links for ABOUT BIOCENTURY, CONTACT, SUPPORT, PRODUCTS & SOLUTIONS, and WHAT IS BIOCENTURY?.

Price per Whitepaper

\$2,500/6 months

BioCentury Collections

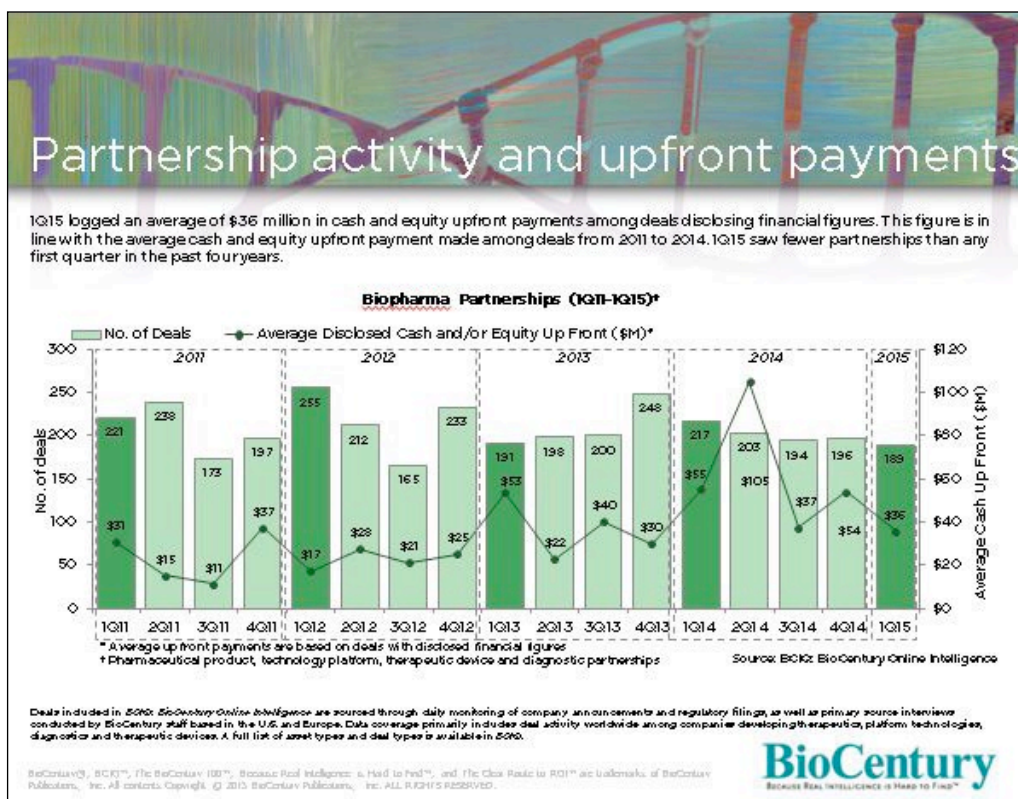
BioCentury will work with you to assemble a collection of articles based on articles that are relevant to your company including cutting edge technologies and innovative ideas that are shaping the biopharma industry. You can choose from 20 years of archived content from BioCentury for your custom sponsored collection that includes design, a one page company profile and distributed via pdf to BioCentury's audience via email which includes over 25,000 leaders in the life sciences.



Price per collection begins at \$10,000

Custom Data Projects

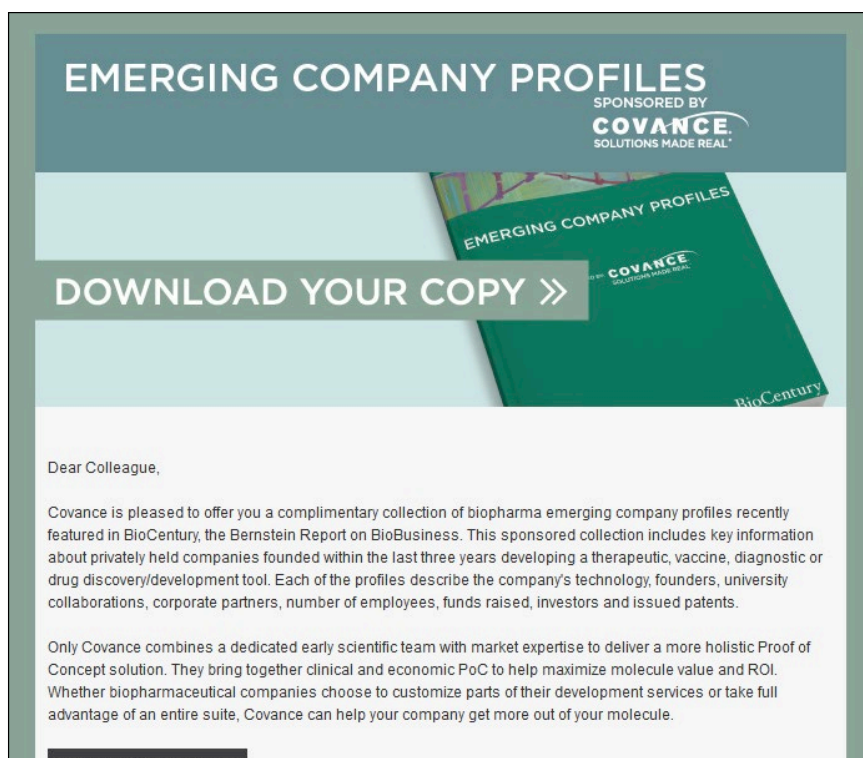
BioCentury can help your organization identify topics of interest using BCIQ, BioCentury's comprehensive database to create compelling snapshots of the industry. These charts can be as detailed or as broad as needed, and can be customized for your companies brand. Let BioCentury do the research for your marketing needs. These custom data projects are delivered to you in PowerPoint format and can be used in marketing programs, customer outreach, competitive analysis or your company presentations.



Custom data projects start at \$5,000

Emerging Company Profiles Sponsorship

This year BioCentury will cover more than 70 planned **EMERGING COMPANY PROFILES** that are included in our weekly publication *BioCentury*. We have an Emerging Company landing page on *BioCentury.com* where we will host all of the company profiles and include a 728x90 leaderboard and a 160x600 skyscraper ad that will be reserved for the sponsor company for the entire campaign. This sponsorship also includes a monthly email distributed to our subscribers highlighting that month's profiles with sponsor recognition and messaging. The sponsor can then take the email and use it to distribute to their existing audience as well providing new content to share with clients and prospects on a monthly basis. This sponsorship can also be used through social media to link back to the featured content.



The image shows a screenshot of an email newsletter. At the top, it says "EMERGING COMPANY PROFILES" in large white letters on a dark teal background. Below this, it says "SPONSORED BY" in small white letters, followed by the "COVANCE" logo in white, with the tagline "SOLUTIONS MADE REAL" underneath. To the right, there is a graphic of a green folder or book titled "EMERGING COMPANY PROFILES" with the Covance logo and "BioCentury" written on it. Below the folder, there is a white button with the text "DOWNLOAD YOUR COPY >>". The main body of the email is white and contains the following text:

Dear Colleague,

Covance is pleased to offer you a complimentary collection of biopharma emerging company profiles recently featured in *BioCentury*, the Bernstein Report on BioBusiness. This sponsored collection includes key information about privately held companies founded within the last three years developing a therapeutic, vaccine, diagnostic or drug discovery/development tool. Each of the profiles describe the company's technology, founders, university collaborations, corporate partners, number of employees, funds raised, investors and issued patents.

Only Covance combines a dedicated early scientific team with market expertise to deliver a more holistic Proof of Concept solution. They bring together clinical and economic PoC to help maximize molecule value and ROI. Whether biopharmaceutical companies choose to customize parts of their development services or take full advantage of an entire suite, Covance can help your company get more out of your molecule.

At the bottom of the email, there is a small button that says "DOWNLOAD NOW".

Sponsorship is available quarterly for \$12,000

BioCentury Conferences New York

Future Leaders

BioCentury has pioneered the concept of ‘turf neutral’ investor conferences. Now in our 23rd year, sponsorship of our conferences is a great way to extend your brand into the C-suite of biopharma. Sponsors get exclusive access to the audience we assemble, which represent the top executives in biopharma and decision makers from the investment community.

Future Leaders Overview: *Future Leaders* connects leading portfolio managers, bankers and analysts with investor-validated, milestone-rich private and public companies in key therapeutic areas, offering new investment and partnering opportunities and the chance to find companies with tier-jumping potential.

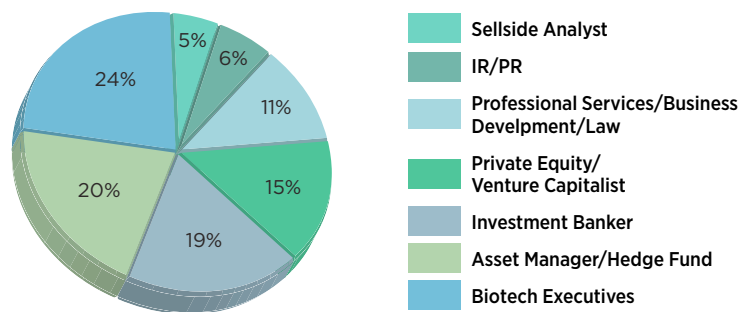
Future Leaders provides the industry’s best venue — in a single day — to identify solid investment and partnering prospects. Wall Street and pharma executives will have the opportunity to assess private and public companies with healthy financial profiles, poised to deliver on milestones that could lead to the next tier of valuations.

Last year, more than 420 delegates congregated at Future Leaders, representing top financial institutions, pharmaceutical business development executives, and high net worth investors active in the sector.

Future Leaders 2016 Highlights:

- 40 Presenting Companies
- 108 C-level biotech executives
- 78 Presidents/ CEOs and 15 CFOs/CBOs
- Buysider audience that represents the most active investors in biotech today: Last year’s audience included money managers who controlled more than \$500 billion in equity assets, and \$10 billion dedicated to biotech.
- Presenting companies controlled 65 unpartnered products

Future Leaders Attendance Breakdown:



Sponsorship Opportunities

Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Networking Breakfast Sponsor	\$2,500
Networking Lunch Sponsor	\$5,000
Networking Closing Reception Sponsor	\$5,000

BioCentury Conferences

New York

NewsMakers

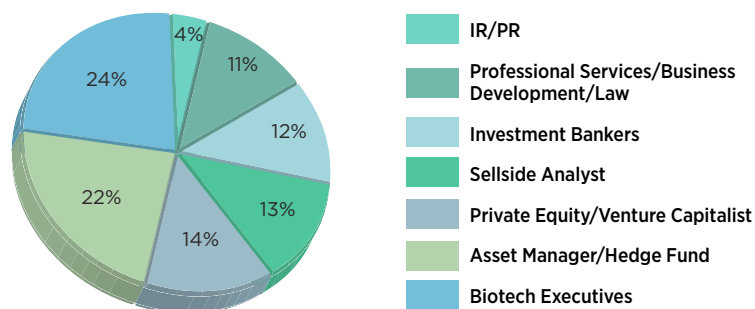
NewsMakers Overview: *NewsMakers* presents a hand-picked group of public biotech companies whose corporate and regulatory milestones will drive stock prices. *NewsMakers* is recognized as the industry's key venue for companies to take their story to Wall Street each fall. Thus, *NewsMakers* remains the best opportunity for business development executives and key members of the institutional investment and analyst communities to compare notes and assess the industry landscape.

Last year, more than 500 delegates congregated at *NewsMakers*, representing top financial institutions, pharmaceutical business development executives, and high net worth investors active in the sector.

NewsMakers 2015 Highlights:

- 50 Presenting Companies
- 128 C-level biotech executives
- 86 Presidents/ CEOs and 23 CFOs/CBOs
- 60+ Sellside analysts representing the leading investment banks serving the biopharma sector
- Buysider audience that represents the most active investors in biotech today: Last year's audience included money managers who controlled more than \$500 billion in equity assets, and \$10 billion dedicated to biotech.

NewsMakers Attendance Breakdown:



Sponsorship Opportunities

Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Networking Breakfast Sponsor	\$2,500
Networking Lunch Sponsor	\$5,000
Networking Closing Reception Sponsor	\$5,000

BioCentury Conferences Europe

Bio€quity Europe Overview: Now celebrating its 18th meeting, *Bio€quity Europe* is 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. *Bio€quity Europe 2017*, which will be held in Paris, has showcased more than 750 leading European companies to thousands of investment and pharma business development professionals. Delegates from over 24 nations attended *Bio€quity Europe* last year in Copenhagen.

Bio€quity Europe 2016 Highlights (Copenhagen):

More than 135 VCs from the leading VC firms, including 5AM, Abingworth, Apposite Capital, Abbvie Ventures, Baxalta Ventures, BB Biotech, BI Venture Fund, Caixa, Capricorn, European Investment Fund, Epidarex, Forbion, Gilde, Gimv, HBM, HealthCap, HealthCare Royalty, Kurma, JJDC, LSP, Lundbeckfond, Medicxi, MS Ventures, MVM, NEA, NeoMed, Omega Funds, OrbiMed, Novartis Venture Fund, Novo Seeds, Roche Venture Fund, Rothschild, Sofinnova Partners, SROne, Sunstone, SV Life Sciences, Wellington, Versant, Visium, Ysios to name a few ...

More than 175+ biotech executives from 140+ biopharma companies, many of them CEOs/CFOs. Of the presenting companies, 55 were full presenting companies and 45 of them were 'Next Wave' presenters, representing great access to newly formed private companies from Europe.

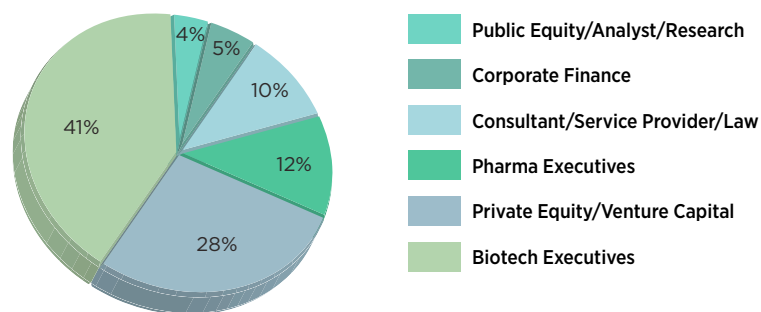
Bio€quity Europe 2016 in Numbers (Copenhagen):

- 521 delegates
- 1,412 scheduled one-to-one meetings
- 266 licensing opportunities were posted
- 100+ company presentations
- 24 countries represented

Optional Add-ons

- Host the Networking Welcome Reception
- Networking Luncheon Day 1 or 2
- Internet Café
- Networking Closing Reception
- Lanyards
- Networking Continental Breakfast

Bio€quity Europe Attendance Breakdown:



Sponsorship Opportunities

Gold Sponsorship	€25,000
Silver Sponsorship	€12,500

“Bio€quity Europe 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

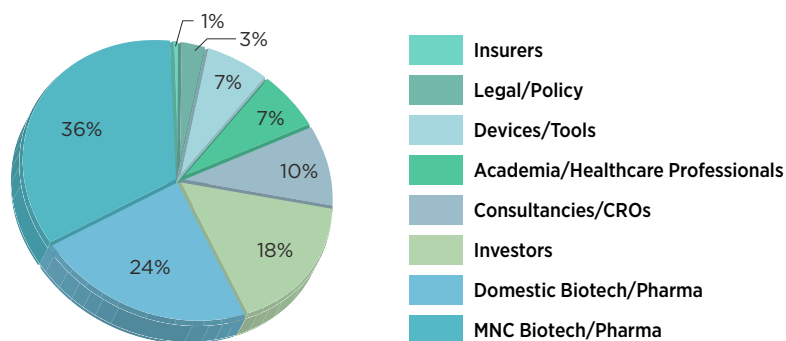
BioCentury Conferences China

Organized by BioCentury and BayHelix, the *BioCentury China Healthcare Summit* gathers top thinkers from industry, academia and finance to identify who will lead China's biopharma and medtech innovation ecosystem, how innovation will be funded, and the business strategies required to transform domestic and multinational biopharma and medtech companies as China advances its innovation agenda.

This strategic, VIP-only event will bring together more than 150 local influencers from domestic and international biopharma and medtech companies, academia, policy makers and investors for two days of action-oriented discussion, insight and networking. This is a closed-door meeting with limited attendance to ensure intimate dialogue and networking among peers.

The *China Healthcare Summit* includes discussion of an exclusive conference report from our Insights Partner, McKinsey & Company. The Summit will also host the annual BayHelix Awards, to celebrate R&D and commercial achievements in China, and a special half-day Science & Innovation Showcase.

The agenda has been developed by an organizing committee that includes China industry KOLs and BioCentury's editorial team.



Sponsorship Opportunities

Platinum Sponsorship	\$30,000
Gold Sponsorship	\$20,000
Silver Sponsorship	\$10,000

Distillery Networking Reception

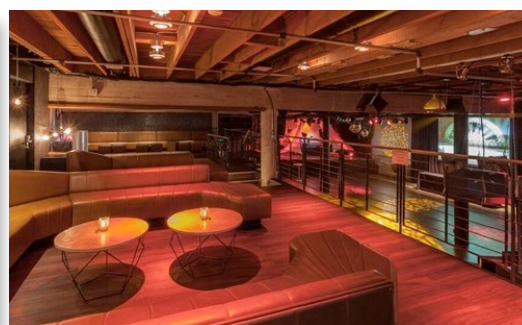
BioCentury's Distillery Reception is the place to "see and be seen" amongst the C-level biopharma executives and investment decision makers attending JPMorgan. Our 2016 event convened more than 800 executives and investment professionals for a relaxing evening of networking with hand selected, single malt selections from around the world. This year's reception will be held at the Mezzanine, housed in a historic two-story warehouse, the Mezzanine features large expanses of unobstructed wall space, soaring ceilings and immense skylights.

BioCentury partners with sponsors to offer your team the ability to co-host the event and invite your VIP's to an established reception while we manage all of the logistics, invites and follow up. All you have to do is invite your guests and we take care of the rest.

Affordable sponsorship packages are available for the Distillery and allow BioCentury to highlight your company to our top notch audience.

Sponsor benefits include:

- Unlimited team access to the Reception
- Ability to invite 75 (premium) or 150 (gold reserve) VIPs to attend
- Custom sponsor lounge for gold reserve sponsors
- Inclusion in the branding and marketing for the event
- Access to the final attendee list
- Recognition in all of the VIP invitations and onsite with ample signage and gobo lighted logo
- Ability to distribute collateral at the event
- Ability to distribute party giveaways



Premium Sponsorship	\$10,000
Gold Reserve Sponsorship	\$15,000

BioCentury Production Studio

We recognize that the demand for online video content is increasing every day and access to professional equipment and studio time can be very expensive. BioCentury has decided to open our doors and offer our resources to partners, to help them create original content including training videos, customer stories, testimonials, product demonstration and marketing videos.

We can work with you to produce an affordable high quality video with a quick turnaround and professional results.

BIOCENTURY STUDIO PROVIDES:

- Production planning & management
- Conference room for guests
- Kitchen access for catering
- Free wireless internet
- Free parking
- Videography
- Editing and special effects
- Stock music and images selection

HARDWARE:

- 3 x Sony PMW-200A XDCAM HD/SDI Video Camera
- 1 x Flex 15" Color Teleprompter
- NewTek Tricaster 455 HD/SDI Production System
- Visual effects, video playback, branded graphics, transitions, and virtual sets
- Customizable visuals to elevate brand and company identity

CLIENTS WILL BE RESPONSIBLE FOR:

- Communications consulting and content strategy
- Scripting and storyboarding
- Casting for actors, spokespeople and voice-over talent
- Translation if required
- Animation and motion graphics
- Still photography

FACILITY:

- 30' x 20' x 10' Studio Space
- LED Ikan Soft Studio Lighting with Color Accents
- Floor to Ceiling Gliss Fabric Curtain
- 50" LED HDTV Monitor and Stand
- Wireless or Wired Connectivity
- Setup for 4 (table discussion) or direct to camera presentation

SOFTWARE:

- Adobe Creative Suite
- Adobe Premiere for Editing
- Adobe Photoshop for Visuals
- Adobe Illustrator for Vector Graphics

Learn more about our studio facilities. Call us at 650-595-5333 x217

BIOCENTURY — EDITORIAL & RESEARCH

NEWSROOM
pressreleases@biocentury.com

SAN CARLOS, CA
+1 650-595-5333; Fax: +1 650-595-5589

CHICAGO
+1 312-755-0798; Fax: +1 650-595-5589

WASHINGTON, DC
+1 202-462-9582; Fax: +1 202-667-2922

UNITED KINGDOM
+44 (0)1865-512184; Fax: +1 650-595-5589

Editor: Susan Schaeffer

Managing Editor: Jeff Cranmer

Senior Editors: Steve Edelson;
Erin McCallister; Steve Usdin (Washington)

Associate Editor: Stephen Hansen

Senior Writer: Emily Cukier-Meisner

Staff Writer: Virginia Li

Director of Research: Walter Yang

Copy Editor: Stephanie Goldman

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BIOCENTURY — CORPORATE

SUBSCRIPTIONS & PRIVACY

BioCentury's mission is to provide life science companies, investors, academia and government with value-added information and analysis on the essential scientific, business, financial and public policy actions required to create, build and sustain successful biopharma companies and to bring medical innovation to patients.

BioCentury Inc.
BioCentury International Inc.

MAIN OFFICES
PO Box 1246
San Carlos CA 94070-1246
+1 650-595-5333; Fax: +1 650-595-5589

CORPORATE

Chairman: Karen Bernstein, Ph.D.

President & CEO: David Flores

Vice President/Commercial Operations:
Thomas Carey

Vice President/Administration & CFO:
Bennet Weintraub

Publisher: Eric Pierce

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Ravid Lazinsky

Director/Marketing & Promotional Services:
Greg Monteforte

Director/Administration & Human Resources:
Susan Morgan

Director/Publishing: Jenny Nichols

SUBSCRIBER SERVICES

Subscriber Services: subscribe@biocentury.com

Account Managers: Orlando Abello; Matt Krebs;
Michelle Ortega; Ron Rabinowitz

BUSINESS SERVICES

Accounting & Billing: finance@biocentury.com

Conferences: conferences@biocentury.com

Data Solutions Support: support@biocentury.com

Privacy Policy: privacy@biocentury.com

Reprints/Permissions:
businessservices@biocentury.com

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