

Investment: New uses for well-known molecules

Provepharm

Les Echos

Provepharm réunit 120 millions d'euros pour réhabiliter des molécules désuètes

Le laboratoire marseillais, connu pour avoir renoué les applications thérapeutiques du bleu de méthylène, part en quête de nouvelles molécules oubliées revêtant de grandes et vertueuses propriétés.

informa

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Provepharm's CEO Plans Fresh Acquisitions After Raising €120m

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Sept. 8 Quick Takes: Logos leads crossovers in Attralus' \$116M round

DENNER, BAUER JOIN BOARD OF PAN-AMYLOID REMOVAL COMPANY; PLUS: RESILIENCE-MODERNA, EXSCIENTIA-GATES

BY BIOCENTURY STAFF
SEP 9, 2021 | 2:11 AM GMT

A Logos Capital-led \$116 million series B round for Attralus Inc. brings on board a robust syndicate of crossover and adds Sarissa Capital Management's Alex Denner and former Myokardia Inc. CEO Jake Bauer to the company's board. In addition to Logos and Sarissa, Janus Henderson Investors, Redmile Group, Somaria BioCapital, CTS Capital, Sarcos Capital, and Founding Investor.

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Company Profile Report

[AMPharma BV](#)

Provepharm, a private French pharmaceutical company focusing on new areas of discovery, wished to announce its €120M investment to enable it to make major steps forward in its Horizon 2025 strategy.

Objectives:

- Use investment news to explain the company's Horizon 2025 strategy

Strategy:

- Engaged with French and international media to increase market awareness and understanding of the company's transformation and portfolio expansion
- Liaised with key publications for embargoed interviews
- Issued news in French and English

Results

- Announcement garnered close to 50 articles, with notable coverage in leading industry and business publications, **Scrip**, **Les Echos** and **BioCentury**
- Arranged nine media interviews
- Company enhanced its visibility, while highlighting the company's values