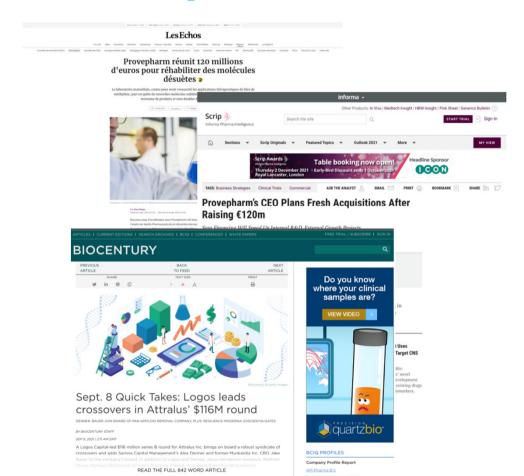
Investment: New uses for well-known molecules

Provepharm



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