



## VISIBILITY AND MARKET RECOGNITION FOR A BIOPHARMA COMPANY Series A funding announcement

After raising 12M€, BioXodes SA, a biopharmaceutical company specializing in the development of novel therapies for the prevention and treatment of thrombotic and inflammatory disease, wished to increase its visibility and gain market recognition. It also took advantage of this opportunity to announce the enrolment of the first patient in its phase IIa clinical trial.

### Objectives:

- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the international biopharma industry and investment ecosystem by highlighting the clinical trial planning

### Strategy:

- Wrote and issued news announcement in French, English and Flemish
- Liaised with key publications to organize interviews under embargo and after distribution, to generate coverage in top-tier media

### Results:

- The announcement generated **close to 40** articles, with coverage in leading French, Belgian and international publications, including **Biotech Finances, BioWorld, L'Echo, La Libre, De Tijd, First Word Pharma** and **Sifted**.
- Arranged **5** media briefings
- Audience of **41.9M** reached from the media coverage

### La Libre

**L** Une société wallonne lève 12 millions d'euros pour tester un médicament innovant contre les AVC

Bioxodes teste un médicament développé au départ d'une molécule prélevée dans la salive de tiques ! En cas de réussite, il pourrait limiter les séquelles chez les patients victimes d'un AVC avec hémorragie intracérébrale.



**Bioxodes raises 12 million against intracerebral hemorrhages**

**Bioxodes banks €12M series A round for intracerebral hemorrhage treatment**

By Nuala Moran Nov. 21, 2023

**BioWorld™**

Bioxodes SA has set the stage for the phase IIa study of its novel anticoagulant in the treatment of intracerebral hemorrhage (ICH), after raising a €12 million (US\$13 million) series A. Days before announcing the closure of the round, the first patient in the proof-of-concept study was treated, on Nov. 17, and eight of 10 sites across Belgium are geared up to take part in the trial. The aim is to develop the product, Ir-CPI, as the first injectable antithrombotic that is suitable for use within the first 72 hours of an ICH.

Clinical Trials  
Arena

**Bioxodes enrolls first patient in Phase IIa intracerebral haemorrhage trial**

Bioxodes hopes the results from the Phase IIb trial in 2025 will support orphan drug designation applications from EMA and FDA.