



VISIBILITY AND MARKET RECOGNITION FOR BIOTECH STARTUP Fundraising announcement

After raising €27.5M (\$30M), DiogenX, a biotech company focused on regenerating insulin-producing beta cells for the treatment of diabetes, wished to increase its visibility and gain market recognition.

Objectives:

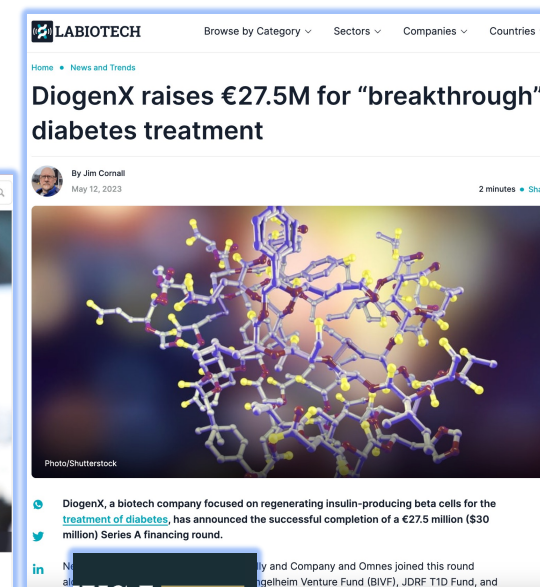
- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the life sciences and investment ecosystem

Strategy:

- Conducted embargoed interviews to prepare news distribution
- Wrote and issued news announcement in French and English
- Liaised with key publications to organize interviews and generate coverage in top-tier media

Results:

- The announcements gained a total of **65+** articles, with coverage in leading French and international publications, including **BioCentury, BioWorld, Fierce Biotech, The Wall Street Journal, EndPoints News, LaBiotech** and **Les Echos**.
- Arranged six media briefings
- Audience of **42.1 million** reached from the media coverage
- Positive reception on ALA social media accounts with **15%** engagement rate



DiogenX, a France-based startup focused on the treatment of type 1 diabetes, completed a €27.5 million (about \$30 million) Series A round. Investors included **Roche Venture Fund**, with Investment Director David Evans joining the company's board.



"We gathered excellent coverage in key industry publications and with ALA's quick initiative we secured interviews with major biotech media, such as Endpoints News and BioWorld. This helped to increase our recognition as an innovative biotech company in the growing diabetes market."

Benjamin Charles, CEO of **DiogenX**