

## VISIBILITY AND MARKET RECOGNITION FOR A BIOTECH COMPANY

**Exeliom Biosciences** is a clinical-stage biotechnology company dedicated to developing innovative therapies in immuno-inflammation and immuno-oncology. Their work focuses on targeting the NOD2 pathway, with the goal of reprogramming the immune system using precision microbiome effectors.

Since March 2024, ALA has worked with Exeliom to support their efforts through the creation and management of press releases, as well as regular content development for LinkedIn.

### Objective:

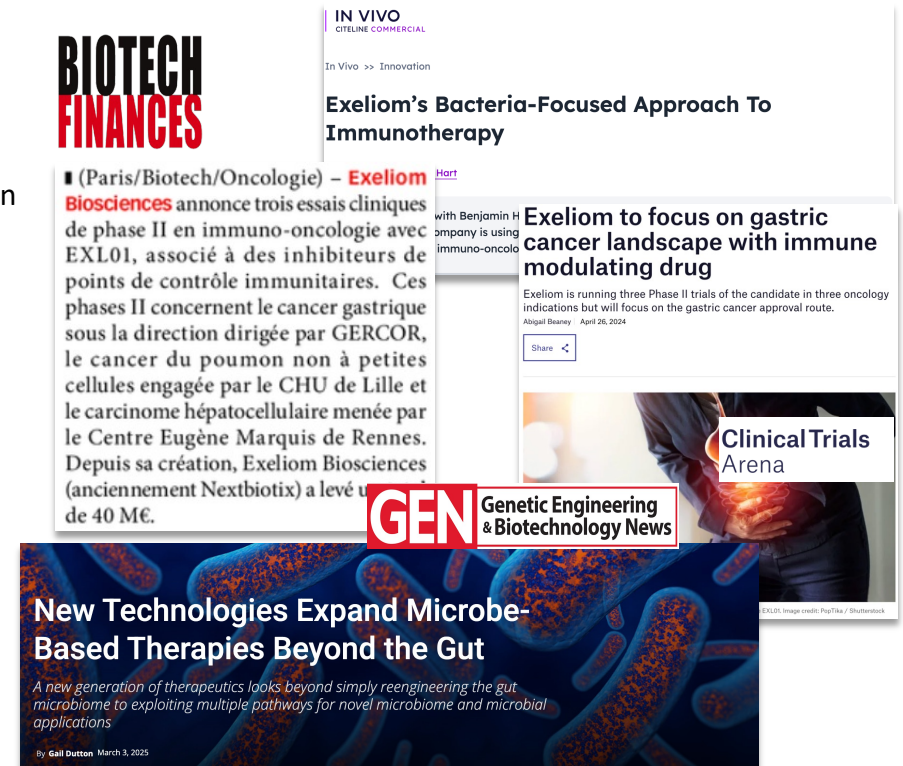
- To increase awareness and understanding of the company's next generation solutions amongst targets in the the biotech industry

### Strategy:

- Used embargoed contacts to engage with editors and journalists from national, international and specialized news outlets, who follow technological and business developments in Biotech and immunotherapy field.
- Crafted and delivered strategic messages, announcing news in English and French.
- Targeted top-tier industry publications, analysts and investors.

### Results:

- Raised company visibility with **24** articles, in 10 months, in leading international publications including **In Vivo**, **BioWorld**, **La Gazette du LABORATOIRE** and **Biotech Finances**.
- Established media relations with industry editors and market analysts.



“Thanks to our collaboration with ALA, Exeliom has transformed from having almost no visibility to establishing a strong and recognized presence in the press and on LinkedIn. Their expertise and strategic support have been key drivers in shaping our positioning and expanding our reach.”

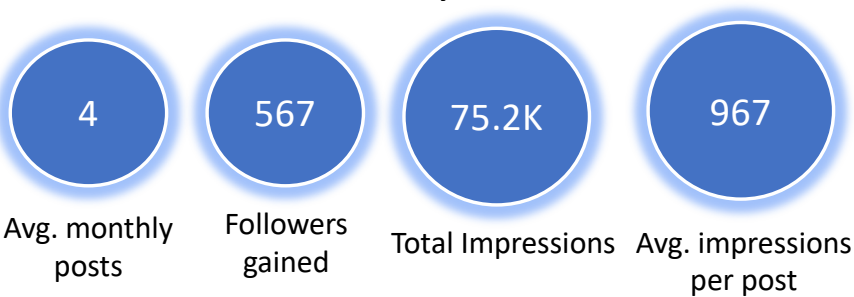
**Benjamin Hadida, CEO of Exeliom**

# LINKEDIN MANAGEMENT FOR A BIOTECH COMPANY

## Community management and strategy:

- To promote the company's research and technology to the medical and investment community online to improve visibility in the market
- To educate followers on the company's technology, and research goals in a dynamic and visual way, through the production of infographics
- To be an active participant in the immunotherapy, oncology and inflammatory disease online community
- To network with colleagues and promote attendance at industry events
- To encourage discussion on hot topics in biotech, microbiome, oncology and immunotherapy news

## Results from March 2024-January 2025



Since ALA's management, Exeliom **has risen to the top 5 in competitor rankings**, achieving notable improvements in both post metrics and engagement rate. The company moved from **9th to 3rd** place in **post metrics** and from **10th to 4th** place in **engagement rate**.

## 2024 Review for Exeliom

### Top Post of 2024 – [Clinical Trial Launch](#)

**NEWS RELEASE**

**CLINICAL TRIALS** | *Start of three phase II clinical trials*

"I am thrilled to enter the immuno-oncology arena with the launch of these clinical trials, spearheaded by talented teams across France."  
- Benjamin Hadida, CEO

**5,562 Impressions**      **3,916 Members reached**

**5,544 Impressions**      **3,147 Members reached**