



## VISIBILITY AND MARKET RECOGNITION FOR A BIOTECH COMPANY

**Bio-Sourcing** is a pioneering biotechnology company that has developed a unique, sustainable and profitable platform to produce a new generation of biotherapeutics, in particular monoclonal antibodies.

### Objectives:

- To increase awareness and understanding of the company's innovative BioMilk™ platform which leverages the power of molecular biology and natural bioreactors to unlock new possibilities in biotherapeutic development and production.
- Strengthen brand recognition.

### Strategy:

- Used media strategies to engage with editors and journalists from regional, national, international and specialized news outlets
- Crafted and delivered strategic messages, announcing news in English and French.
- Organizing international distributions to key markets, including India and South Africa.
- Targeted top-tier industry publications and analysts.

### Results:

- Raised company visibility: Generated **60+** articles across two news releases with coverage in leading European and International publications, such as **Genetic Engineering and Biotechnology News, Contract Pharma, Endpoints News, Biotech Finances** and **La Libre**.
- Secured interviews with leading South African press and radio outlets

**La Libre**

### La biotech Bio-Sourcing développe un nouveau traitement contre les maladies inflammatoires

La biotech liégeoise Bio-Sourcing va démarrer un programme contre les maladies inflammatoires, en collaboration avec des partenaires français et britannique, Ciloa et Intract Pharma, annonce-t-elle mardi. L'investissement, soutenu par l'Union européenne, est estimé à 3,4 millions d'euros.



### Bio-Sourcing and Afrigen Biologics Partner on Biomanufacturing Platform

*Technology transfer will strengthen South Africa's pharmaceutical sovereignty and reduce production costs of key medicine.*

### Medical Device Network

### Bio-Sourcing and Afrigen Biologics partner on biomanufacturing platform

*The collaboration will use Bio-Sourcing's BioMilk platform to improve access to biotherapeutics in South Africa.*



■ (Belgique/Biotech/MII) - **Bio-Sourcing** lance un programme de 3,4 M€ financé par l'UE, dont 1,9 M€ de subventions EUREKA Eurostars. Le projet AB-BIOBETTER, d'une durée de trois ans, vise à développer un traitement par anticorps oral pour les maladies inflammatoires de l'intestin (MII) telles que la maladie de Crohn et la colite ulcéreuse et d'autres indications d'immunologie systémique. Les partenaires d'AB-BIOBETTER incluent : Ciloa, société française pionnière dans la bio-ingénierie des exosomes et Intract Pharma, un développeur britannique de solutions d'administration d'anticorps par voie orale. Il s'agit désormais de valider précliniquement le produit et à l'amener le produit au stade des études permettant l'IND.

“ALA has proven to be a key partner in supporting Bio-Sourcing and its partners to gain visibility in European and International markets. ALA has helped wisely to define the communication content and dissemination strategy, leading to tangible raising of awareness among pharma and biotech players about the value of our company.”

**Bertrand Mérot, CEO of Bio-Sourcing.**