

THE PROVENCE PARTNERSHIP
NEWS
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FOCUS ON LIFE SCIENCES IN PROVENCE

PROVENCE GOES "EAST COAST"

Even though Provence Promotion has been involved with the Life Sciences clusters on the West Coast of the US for a number of years, its «conquest» of the East Coast is a much more recent event...

The agency's aim is to find new partners help promote the region's dynamic spirit, attract new companies in Provence wishing to develop their business in Europe. It's to this end that the biotech/medtech workshop scheduled to take place on April 13 2011 in Matawan, New Jersey hopes to kill three birds with one stone...

One: Reaffirm the partnership with Triana

New York-based Triana assists French SME's in the ICT, health and green technologies sectors in developing their business on the North American market.

Working in tandem allows each party to benefit from the combined expertise when responding to the demands of companies that have set up in Provence and are looking to develop their business in the US -and vice-versa.

Two: Seek membership to the BioNJ cluster

The BioNJ cluster brings together New Jersey companies and research establishments from the Life Sciences sector. It is one of the leading American clusters and its members include some of the finest academic research facilities on the East Coast.

The biotech & medtech workshop, organized by the cluster in partnership with Triana, will be welcoming our French delegation to talk about the globalization challenges faced by SME's in the fields of medical technology and life sciences.

Three: Obtain a return on its investment

Clearly, Provence Promotion's intention is to showcase the French Provence region's know-how and vitality in the medical technologies sector with a view to creating closer and productive ties with BioNJ. The aim, eventually, is to bring about an increase in inward investment by US companies in Provence and to encourage exchanges in the fields of research and training.

FOCUS ON MEDTECH COMPANIES

Supersonic Imagine, the innovative ultrasound medical imaging company, presented recently the validation of a worldwide multicentre study, based on European recruitment, confirming the benefit of ShearWave Elastography™ when added to ultrasound for improved lesion classification. ShearWave Elastography™ is a breakthrough technology that gives additional, important information about tissue elasticity/stiffness.

After breast, thyroid and abdomen, SuperSonic Imagine enlarges the clinical applications of its MultiWave™ ultrasound system Aixplorer with new, dedicated packages: prostate, gynaecology, musculoskeletal and 3D breast.

SuperSonic Imagine had announced end of 2010 the completion of a €4.5 million Series C financing, to develop additional clinical applications and ramp-up global commercial operations (since its creation in 2005, the company raised about 72 M€).

Based in Aix-en-Provence, France, SuperSonic Imagine is a company dedicated to developing a revolutionary ultrasound system: the Aixplorer®.

Engineers from all over the world have joined the SuperSonic Imagine team and the company now has offices in Aix-en-Provence, Seattle, London and Munich.

Ipsogen, Cancer profiler, develops and markets molecular diagnostic tests designed to map diseases such as leukemia and breast cancer in order to guide patients and oncologists decisions along their complex therapeutic path.

It has recently signed an agreement with Stanford University for the worldwide license on genomic mutations in the LNK gene that will complement its MPN (myeloproliferative neoplasms) biomarker portfolio.

Following the presentation of 3 promising studies on Genomic Grade (a multigene expression test) at the San Antonio Breast Cancer Symposium last December, Ipsogen expects to launch its Genomic Grade test for breast cancer in Q4 2011 which represents a high potential for development in this major indication.

In line with its development strategy, the company has accelerated its international expansion outside the Euro and United States areas, recording a 43% growth in product revenue in Asia, the Middle East, Oceania, Africa and South America. Even so, North America remains the first market for Ipsogen representing 50% of revenue at the end of 2010.

Headquartered in Marseilles - France, the company has also a subsidiary in Stamford, CT, USA. (source: Ipsogen)



TESTIMONIAL

Professor Charles Oliver

«The Provence region is a rich source of recognized expertise in the field of medical imaging»

In early 2011, construction work has been started on the new CERIMED (European Center for Research into Medical Imaging) building on the Timone-Health campus of the Université de la Méditerranée. This project is the fruit of a partnership between the CERN and (Européen Organization for Nuclear Research) and the Université Aix-Marseille. The building is scheduled to be handed over in June 2012.

Why set up this kind of specialized center for medical imaging? In the majority of pathologies, medical imaging is vital for diagnosis and monitoring treatment. Advances in medical imaging draw upon the progress made in a number of fields such as physics, biochemistry, electronics and biology. Consequently, bringing together specialists in these subjects, doctors and pharmacists under one roof is important to the success of multi-disciplinary translational research in medical imaging.

Marseilles was the "obvious" choice for locating a center of this type. Firstly at a clinical level, with the AP-HM and IPC's (Institut



Paoli-Calmettes) efficient radiology and nuclear medicine departments plus, at the Timone site, the magnetic imaging units for preclinical and clinical investigation. - Secondly, on the scientific level, with research laboratories in physics and biology. The interaction between the various structures can help to accelerate the application of medical imaging research work; it should be mentioned that, through its research programs, the CERIMED already has a multitude of contacts in France and across Europe. These numerous partnerships bode well for the project's success.

FINANCIAL NEWS

New tools for financing for financing biotechs SMEs in France :

Big Major Loan Plan : France is setting aside 35 billion Euros (US\$ 51 billion) during the coming months to fund strategic investments to boost the country's long-term competitiveness, with priority being given to higher education and research. A substantial portion of this huge investment will go to boosting industrial ventures in the life science sector. Moreover, the National "IHU" (University Hospital Institute) program is equipped with overall funding of 850 M€. The main mission of the IHU will be to develop translational research in a particular subject area, which should provide the link between fundamental and clinical research.

In Marseille the IHU for infectious diseases coordinated by Pr Didier Raoult was recently selected with 6 other projects.

Innobio is a dedicated € 139 million biotech venture fund. This fund will take minority stakes in the small and mid-sized beneficiary companies in France ; the average investment size is expected to be € 5-10 million.

InnoBio participated in Supersonic Imagine' series C financing round to bring a total of €15.5 million with a pool of investors led by Mérieux Développement.

Connected to some of the world's leading companies and most innovative start-ups, Provence Promotion have the expertise to facilitate your development in Provence.

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FACTS & FIGURES

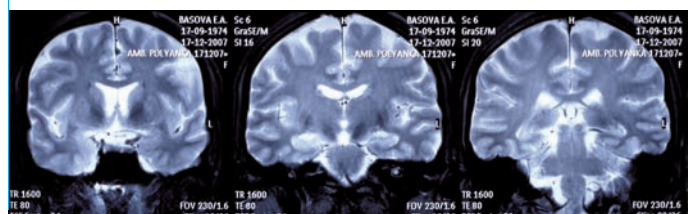
Facts & figures

- 4500 Life Science researchers, 1500 PhD students, approximately 400 Life Science companies (incl. 70 biotechnology);
- N°2 area in France for life science research, n°2 area for new business creation, n°2 area for clinical trials;
- Local resources: Eurobiomed biocluster, Cancéropôle (regional cancer center), CERIMED imaging platform, infectious diseases University Hospital Institute (IHU)

Fields of Excellence

- Infectious, tropical and emerging diseases;
- Rare and orphan diseases;
- Medical devices, biomarkers & diagnosis;
- Immunology & its therapeutic applications;
- Treatment and care in the fields of ageing, neurological diseases and handicaps.

In the area of medical devices, the main fields concerned are medical imaging (linked to Provence's expertise in optics-photonics), diagnostic, biomechanics, IT for healthcare and instrumentation.



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