



Stockholm 2013-05-06

## Press Release

# PledPharma appoints advisor for the commercialization of PledOx®

**PledPharma intends to out-licence oncology compound PledOx starting in 2013 for further development and commercialization. PledPharma has contracted with IMS Consulting Group (IMSCG) as a strategic advisor to facilitate the process.**

PledPharma is looking to license PledOx to a major pharmaceutical company with a proven commitment to oncology. The deal structure is expected to include an upfront payment at signing and at key development milestones, followed by sales-based royalties.

“PledOx is a powerful compound with the potential to accelerate the oncology strategy of a major pharma company,” says Jacques Näsström, CEO PledPharma. “IMSCG has a strong history of catalyzing successful transactions, and we are looking forward to working with our partner,” ends Jacques.

“We see great potential in PledOx’s ability to reduce serious side effects during cancer treatment,” said Dan Ross, Senior Principal, IMS Consulting Group. “Our team will work closely with PledPharma to identify the ideal commercialization partner to ensure that this important therapy becomes accessible to the right patients,” ends Dan, IMSCG.

PledOx’s ability to reduce the serious side effects of chemotherapy treatment with FOLFOX (a combination of FOLinate, 5-FU and OXaliplatin) in patients with metastatic (spread) colorectal cancer is currently being studied in the Phase IIb study PLIANT (for details, see [www.clinicaltrials.gov](http://www.clinicaltrials.gov)). Results from the study are expected in mid-2014.

### **For further information please contact:**

Jacques Näsström, CEO

+46 737 130979

[Jacques.nasstrom@pledpharma.se](mailto:Jacques.nasstrom@pledpharma.se)

### **About IMS Consulting Group**

The IMS Consulting Group within IMS Health provides specialized, evidence-based advisory services on critical business issues for life sciences organizations. With a global presence and local expertise across six continents, it provides strategic advice and transformational insights into healthcare dynamics in critical areas that include pricing & market access, marketing, and product, portfolio and geographic investment decisions. IMS Consulting Group also serves as a business development advisor to life sciences clients on the buy-side and sell-side of transactions.



PledPharma

### **About IMS Health**

IMS Health is a leading worldwide provider of information, technology, and services dedicated to making healthcare perform better. The company's expert resources draw on data from nearly 100,000 suppliers, and on insights from 39 billion healthcare transactions processed annually, to serve more than 5,000 healthcare clients globally. Customers include pharmaceutical, medical device and consumer health manufacturers and distributors, providers, payers, government agencies, policymakers, researchers and the financial community.

### **About PledPharma**

PledPharma is a Swedish specialty pharma company that develops PledOx<sup>®</sup> for prevention of severe chemotherapy-induced side effects in cancer patients. Due to these side effects optimal treatment cannot be carried out. The current market for supportive cancer care is some SEK 72 billion. PledOx protects normal cells against oxidative stress. It belongs to a group of compounds named lowMEM (low Molecular Enzyme Mimetics), and mimics the enzyme Manganese SuperOxide Distmutase (MnSOD) – the most important endogenous cellular protectant against devastating oxidative stress. Oxidative stress is a condition caused by harmful oxygen/nitrogen molecules, e.g., as a result of chemotherapy treatment. The company is also evaluating opportunities of using PLED substances in other diseases. PledPharma (STO:PLED) is listed on NASDAQ OMX First North. Erik Penser Bankaktiebolag is the Certified Adviser. For further information, please visit [www.pledpharma.se](http://www.pledpharma.se)