

# Presentation of the agency

Sept 2011



## ATCG-Partners

Communicating innovation, from concept to market

More on [www.atcg-partners.com](http://www.atcg-partners.com)

# Presentation of the agency

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## ATCG-Partners

Profile

# A leading position

## Marketing and communicating innovation



### Specialized communication agency

Communication and marketing experts familiar with all aspects of customer's value chain: science, technology, markets, business models, opinion leadership and the environment which condition their development.

### Tangible success

Vulgarizing a research method or discipline, managing industrial changes, effective marketing of products and services in France and globally, fund-raising partnerships mergers and acquisitions.

### Sharing the risks

Stock options, equity warrants and success fees.

### OFU commitment and public acclaim

Exploring new facets of scientific culture via OFU (Our Future Universe), a collective of video artists, photographers, set designers, multimedia specialists working hand in hand with the two co-founders of the agency.



# A comprehensive offer

## From strategic to operational

### Strategy support

Corporate, financial, commercial, or crisis strategy: business plan<sup>1</sup>, audit, benchmarking, white paper, branding, positioning and Q&A.

### Operational communications

Drafting content, creating and developing both on- and off-line tools, advertising, packaging, event management (road shows, workshops, round tables & conferences).

### Public & media relations

Media relations, analyst relations, communication of influence, coaching and media training.

### Scientific, technical & industrial culture

Exhibitions and installations by OFU.



<sup>1</sup>In partnership with Innovatech Conseil

# All fields of innovation

## Research Institutes & Healthcare Centres



**CEA**

Energy

**IRSN**

Nuclear safety and radiation protection

**Japan Atomic Energy Agency<sup>1</sup>**

Nuclear

**Centre d'Immunologie de Marseille-Luminy**

Immunology

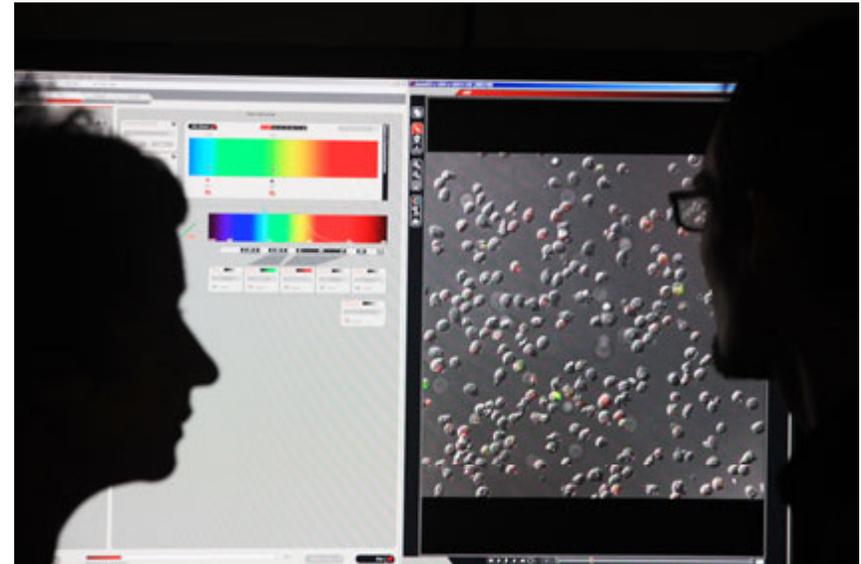
**Gustave-Roussy Institute**

Oncology

**Paoli-Calmettes Institute**

Oncology

...



<sup>1</sup>Japan

# All fields of innovation

## Start-ups

### Pharmaxon

Neurology

### Ekkyo

Photomedicine

### Carewave Shielding Technologies

Electromagnetic protection

### Librophyt

Metabolic engineering

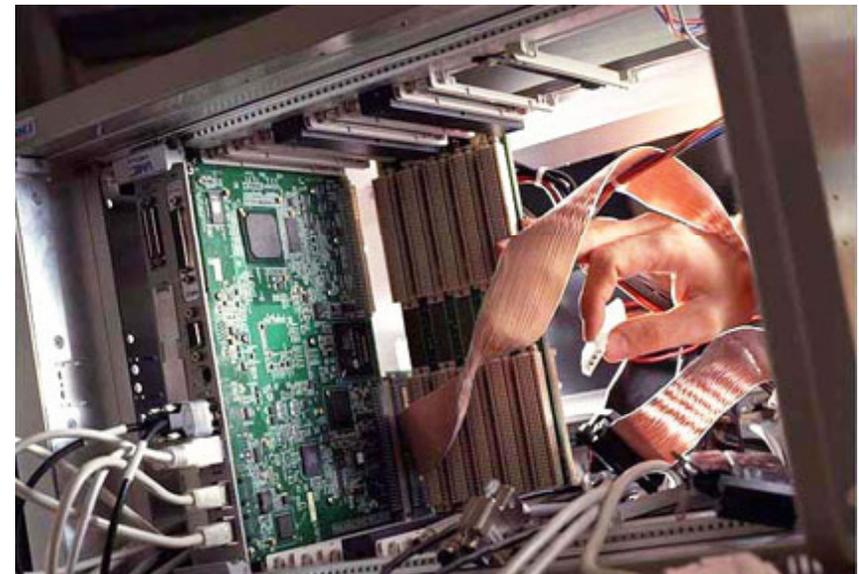
### Hygidiag

Environmental microbiology

### Keybio

Microbiology

...



# All fields of innovation

## High-growth SMEs & SMIs



### Innate Pharma

Cancer immunotherapy

### Ipsogen

Molecular diagnosis of cancers

### Helion

Fuel cells

### Collectis

Genome engineering

### Sonosite<sup>1</sup>

Mobile ultrasound machines

...



<sup>1</sup>USA

# All fields of innovation

## Industrial groups

**Dow Chemicals<sup>1</sup>**

Chemicals

**Rohm & Haas<sup>1</sup>**

Polymer chemistry

**Comex Nucléaire**

Nuclear

**TA-Areva**

System engineering

**Veolia**

Environment

**Amgen<sup>1</sup>**

Biopharmaceuticals

...



<sup>1</sup>USA

# All fields of innovation

## Public Institutions

### French National Assembly

Parliamentary office for scientific & technological assessment

### Ministry for Higher Education & Research

Scientific research

### Provence-Alpes-Côte-d'Azur Regional Council

Research and technology department

### Bouches du Rhône Departmental Council

Research department

...



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## ATCG-Partners

Organization

# All facets of communications

## Consulting



### Communication & Marketing

Céline VOISIN, MBA, Director & Co-founder,

Former director of communications at TA-AREVA.

Jean Philippe TISSIER-SETA, MD, PhD, Director & Co-founder

Former project coordinator at the French Ministry of Research

Marc ESSODAIGUI, PhD, Partner

Marketing & Sales Director at Platine Pharma Services

Former VP Marketing & Sales at IPSOGEN

Anne MURACIOLI, Master, Consultant



### Public & Press Relations / ATCG-Press

Marielle BRICMAN, Master, Partner

Former senior consultant at BANNER-PR



### Financial communications

Céline BOUQUEREL, MBA, Partner

Former financial communications director at ETAM



### Administrative coordinator

Suzanne GARNIER



### Partners

Financial engineering

INNOVATECH Conseil

Events & road show

Stéphanie Ampard

Scientific & technical translation

Caroline Purcell

# All facets of communications

## Creation



## Design

Emmanuelle ATTEIA, Creation  
 Patricia MELNICZUK, Editing  
 Natacha KNOP, Editing



## Web development / ATCG-Dev

Sylvain EMMA, Partner  
 DRUPAL Expert  
 Régis TEDONE, Partner  
 TYPO 3 Expert



## Partners

3D augmented reality  
 EXMAGINA

### Photos

Collectif SIGNATURES

### Video & Webdocu

Sylvain DELENEUVILLE

### Reporting & Documentary

VBC Production

# Presentation of the agency

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## ATCG-Partners

Consulting

# Communication and marketing professionals

## Experts in their clients' business sectors



The agency customers work in very volatile, dynamic business sectors which leave little room for a “second chance”. This is why ATCG-Partners provides support in whichever field necessary by mobilising its team, together with the relevant scientific, technical or financial experts from its tight-knit network.

Likewise, the agency directors have no qualms about sharing the financial risks inherent to start-ups (success fees, equity warrants, stock options) when they believe in the science and the managers carrying the project!

### Assessment

The studies and analyses conducted by ATCG-Partners have a dual objective: profiling the communication strategy (auditing, benchmarking, reputation, corporate identity, trademark awareness) and measuring the efficiency of the tools deployed by the agency (‘barometers’, monitoring site visits, advertising post-tests).

### Positioning & Identity

From the very onset of the partnership or simply during strategy discussions, the prime objective is to define the new project and the values behind it.

To do so, ATCG-Partners elaborates the positioning that pre-empt the field, creates the visual identity that conveys this positioning and defines a brand architecture that will boost the new proposal.

# Communications & marketing professionals

## Experts in their clients' business sectors



### Strategy & content creation

Just like in any other business sector, our clients need to tell a story, sharpen their profile and refine their message. Contrary to most other products, however, a scientific breakthrough, a polymer or a drug are also founded on a science or technology that are more than often entirely new!

The aim is thus to construct a story and attractive content adapted to each target, then create various different supporting media without distorting or caricaturising the original scientific and technical message.

This forms the core of ATCG-Partners' expertise.

### Public & Media relations

To connect a brand, a company or an institute with its public, the agency's public and media relations department relies on its solid expertise in dealing with all types of media and opinion leaders.

Together with the agency's consultants, it defines the public relations strategy, deploys awareness campaigns, elaborates discourse, conducts media training for company representatives, and measures and analyses media spin-offs. It also organises and optimises meetings and round tables co-managed by ATCG-Partners and its clients.

### Financial communications

The majority of the companies with which we work are subject to long development cycles (under 3 years for green-techs but up to 15 years for drug developers).

Before generating sales that secure self-sufficiency, they must therefore reassure their shareholders and win over new investors.

More than 10 years after its inception, ATCG-Partners' expertise covers all types of financial situations: fund-raising, IPOs, mergers & acquisitions, equity participation.

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## ATCG-Partners

Factory of ideas, media and contents: extracts

# Positioning & Identity

## Ipsogen

### Becoming the reference on a new market

In 2000, Ipsogen was a new player on the still-emerging market of cancer molecular diagnostics. Ipsogen was looking to inform its future clients and to differentiate itself from biochip specialists like Agilent or Affymetrix.

Ipsogen moved from its initial positioning as “the biochip design company”, to become the “Cancer Profiler”, while vulgarising its field by a snappy slogan: Mapping diseases to guide decisions.

In 2008, Ipsogen has in the meantime become the leader in leukaemia molecular diagnostics, managed a successful IPO and started moving into a new market: breast cancer.

Ipsogen managed to retain its leading position as “Cancer Profiler” at every stage of its development, right up to its buyout by Qiagen in 2011.



As a cancer profiler, Ipsogen develops and markets molecular diagnostic tests that help map diseases in order to guide patients and oncologists' decisions along their therapeutic path.

# Positioning & Identity

## Pharmaxon



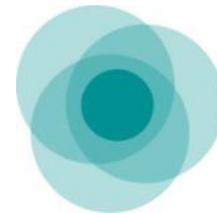
### Building up the credibility of its approach

To treat incurable pathologies like neurological diseases or nervous system damage, the two scientific founders of Pharmaxon came up with the idea of developing molecules capable of modulating the dynamics and plasticity of nerve cells - the cause or consequence of most multifactorial diseases.

To pursue its developments, the company must therefore promote and make its therapeutic approach more credible in the eyes of capital investors.

After two rounds of seed funding raising almost €500,000, the “cell mobility company” closed another round of funding amounting to €1,7 million in 2009 and was able to start the preclinical trials for its first drug candidate, PR-21.

In 2011, Pharmaxon confirmed the efficacy and safety of PR-21 in an animal model with acute spinal cord damage.



**pharmaxon**  
THE CELL MOBILITY COMPANY®

Pharmaxon is a biotechnology company developing a novel therapeutic approach based on the manipulation of cell mobility. This new pharmacology aims at modulating - i.e. stimulating or inhibiting - nerve cell mobility, a key cellular event which is involved in a number of neurological diseases and cancers.

# Positioning & Identity

## Technicatome



### Accomplishing its industrial transformation

In 1998, Technicatome had two strategic objectives to meet: expand into the markets of transport and large research tools while retaining its unique position within the new group Areva. This historic player in the field of naval nuclear propulsion is now labelled a “prime contractor of dependable systems”.

In 2001, Technicatome moved into the transport market by signing the contract – with Bombardier and Alstom – for the design and manufacture of the new RATP metro system: the MF 2000.

In 2002, ATCG-Partners and OFU organised its anniversary exhibition on the theme of “Human Safety or Machine Availability” thus helping to consolidate its position in a unique profession.

In 2004, Technicatome was officially incorporated into AREVA.



Technicatome designs, manages, manufactures and operates systems ensuring a high level of safety and reliability needed to guarantee occupational safety and machine availability in the fields of defence, energy and transport. Its unique experience as designer, manager and operator makes Technicatome the reference prime contractor in dependable systems to date.

# Positioning & Identity

## Hygidiag



### Creating its own market

Hygidiag intends to develop and market an offer as yet unseen for the benefit of the industry: diagnostic tests by polymerase chain reaction (PCR) to detect microbial contamination in facilities. Much more sensitive than the classical method based on cell biology, this 'unconventional' method can prevent the massive contamination by Legionella, a sure-fire way of halting production and closure of the facility.

Beyond the molecular diagnostics testing itself, Hygidiag is offering its clients with a new method of "monitoring health risks", a concept that aims at guaranteeing safe health conditions in facilities at all times but is still little known in the industry.

After having marketed thousands of tests under their own brand name, the Hygidiag tests are now part of a global offer by the Institut Pasteur de Lille.



Hygidiag provides pragmatic yet economical solutions for controlling health and environmental risks present in industrial facilities.

# Positioning & Identity

## Centre d'Immunologie de Marseille-Luminy

### Consolidating its reputation

Founded in 1976, the CIML is a world-class research institute in immunology and an avant-garde centre in terms of organization but its identity and its discourse do not reflect its scientific excellence.

A modular identity together with an ultra-clear positioning “Immunology” to remind its audience that the CIML is one of the only institutes worldwide to focus on one and only discipline, i.e. immunology.



Founded in 1976, the Centre d'immunologie de Marseille-Luminy (CIML) is an internationally renowned research institute in its discipline. Since its inception, it has developed uses and practices designed to foster the creativity and risk-taking force of its researchers. From the worm to man, from the molecule to the entire organism, and from physiology to pathology, the CIML explores all fields of contemporary immunology using multiple models and scales.

# Branding & Identity

## Ekkyo



### Launching its first product on the market

As a young company specialised in photomedicine, Heatwave Technology needed to change its image, find a brand name for its first product and plan the development of a new laser system.

In 2008, the company became Ekkyo - the scar reducer - and launched its marketing campaign for EkkyLite, the first laser-assisted scar-healing system for European surgeons. Specifically targeting the dermatology market, the company's second laser system will be called EkkySkin.

Ekkyo  the scar reducer

The Ekkyo logo graphic consists of several overlapping squares of varying sizes and colors (white, light blue, and teal) arranged in a cluster to the right of the word 'Ekkyo'.

EkkyLite®

The very first laser-assisted scar-healing system worldwide, EkkyLite® gives surgeons better control during the critical moment of wound closure, i.e. right from the beginning of the healing process. At each stage, EkkyLite® is designed to apply the right amount of heat to stimulate the skin regeneration process and guarantee faster healing, while visibly reducing surgical scars.

# Branding & Advertising

## Rohm & Haas



### Tackling a new market

World leader in polymer chemistry, the American group Rohm & Haas decides to market products which it had up until now left to its distributors. Its existing products are reorganised into a new range called 'Advanced Biosciences' and an advertising campaign is launched in the biopharmaceutical press in support of its commercialisation in Europe and the US. Inspired by the Calder hanging mobiles, the campaign highlights that polymer chemistry is a science and that Rohm & Haas has harnessed this science for the benefit of an art, that of producing and purifying drugs. In 2009, Rohm & Haas was bought by the world leader in chemicals, Dow Chemical, which has since become a new customer of ATCG-partners.

**Advanced Biosciences**

**The science of functional polymers enhancing the art of biopharmaceutical production and purification**

Scaling up a biopharmaceutical compound from the bench to commercial production requires both art and science. As a pioneer in the field of functional polymers, Rohm and Haas provides proven resins to manufacturers for biopharmaceutical synthesis, recovery and purification. High purity, yield, reproducibility, productivity. Rohm and Haas resins are included in the production processes of numerous biopharmaceutical products that have been approved and are available on the market. Today, through the creation of Advanced Biosciences, we are committed to enhancing the development, production and validation of this generation of biopharmaceuticals, increasing the efficiency, capacity and throughput of the production and purification of these critical new therapeutics.

From **AMBERSYNTH™** solid phase synthesis resins to **AMBERCHROM™** reversed phase chromatography resins, Rohm and Haas functional polymers meet the specific needs of research, process development and manufacturing. This is Advanced Biosciences.

**UPSTREAM**  
Synthesis  
Customisation  
Bioanalysis

**DOWNSTREAM**  
Capture / Concentration  
Purification  
Polishing

**ADVANCED BIOSCIENCES**  
Enhancing biopharmaceutical production and purification

Go to [www.advancedbiosciences.com](http://www.advancedbiosciences.com)  
Customer service center for North America: +1 (215) 902 2500 / Europe: +33 (1) 49 92 54 00 / Asia: +86 (21) 62900366 ext. 292

**Advanced Biosciences**

**AMBERSYNTH™**

**AMBERSYNTH™ CTC solid phase synthesis resin enhancing the art of therapeutic peptide synthesis**

Scaling up a biopharmaceutical compound from the bench to commercial production requires both art and science. As a pioneer in the field of functional polymers, Rohm and Haas provides proven resins to manufacturers for biopharmaceutical synthesis, recovery and purification. Designed and optimized in response to customer requests, AMBERSYNTH™ is the premium CTC resin. From discovery to commercial multi-ton production, scientists gain benefits from this resin's performance.

A unique capability to deliver performance in peptide synthesis

- **Higher loading capacity**  
More functional sites are available for coupling.
- **High efficiency**  
AMBERSYNTH™ resin shortens coupling times, minimizes or eliminates re-couplings.
- **Reduced costs**  
Reduced re-couplings and faster cycle times improve process economics by reducing both total manufacturing costs and labor/energy costs.
- **High recovery**  
Up to 100% cleavage yield.

To discover AMBERSYNTH™ resin performance, go to [www.ambersynth.com](http://www.ambersynth.com)

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**Advanced Biosciences**

**AMBERCHROM™ CG**

**AMBERCHROM™ XT**

**AMBERCHROM™, reversed phase chromatography resins enhancing the art of protein, peptide and oligonucleotide purification**

Scaling up a biopharmaceutical compound from the bench to commercial production requires both art and science. As a pioneer in the field of functional polymers, Rohm and Haas provides proven resins to manufacturers for biopharmaceutical synthesis, recovery and purification. Designed for the purification of proteins, peptides and oligonucleotides, AMBERCHROM™, reversed phase chromatography resins, are ideal for discovery, development and full scale production of biopharmaceuticals compounds.

AMBERCHROM™ resins provide the power of reversed phase chromatography without the limitations of silica media

- **Optimized pore distribution** to maximize capacity and yield.
- **Broad chemical stability** to optimize selectivity and allow clean in place (CIP) regeneration with strong base.
- **Excellent mechanical stability** to deliver reproducible performance after repeated product purifications.
- **High throughput** to operate at high linear velocity with excellent capacity.
- **High resolution** even under high sample load.

To choose the right AMBERCHROM™ resin, go to [www.amberchrom.com](http://www.amberchrom.com)

**UPSTREAM**  
Synthesis  
Customisation  
Bioanalysis

**DOWNSTREAM**  
Capture / Concentration  
Purification  
Polishing

**ADVANCED BIOSCIENCES**  
Enhancing biopharmaceutical production and purification

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# Branding & Advertising

## Rohm & Haas



### Expanding its market

Strengthened by its new-found fame and commercial success of its Advanced Biosciences range, Rohm & Haas decides to launch a new range of polymers focusing on the formulation of biological drugs.

Based on the same concept, “science concealed in the art of biopharmaceuticals”, a new advertising campaign is launched in the biopharma press to support the marketing of the range called ‘Advanced Release Technologies’ (ART) in Europe and the US: the ART of formulation and its website [theartofformulation.com](http://theartofformulation.com) where customers can find a description of each product from the ART range, as well as useful information on drug formulation science and technology (background, publications, fact sheets, video interviews, etc.).

[www.theartofformulation.com](http://www.theartofformulation.com)



Even the biggest names in pharmaceuticals turn to **ART** with its know-how and bio-relevant dissolution testing technologies when they want to enhance delivery and optimise the effect of both standard and new dosage forms.

**ART** is pleased to showcase its masterpieces:

- Ion Exchange Resins technology
- Floviro™ Technology
- Expertise as a Direct Service to Customers

To reduce your time to market, go to  
[www.theartofformulation.com](http://www.theartofformulation.com)

**A**dvanced **R**elease **T**echnologies

**ROHM & HAAS** 

# Advertising Stedim



## Strengthening its position

Stedim intends to consolidate its advantage on the market of sterile disposable bags which has become increasingly competitive. An advertising campaign with a touch of humour was launched in the specialist biopharma press in Europe and the US to draw attention to the fact that a bioprocessing bag mainly draws its benefits from the technology concealed in the product: It's in the bag! The generic advertisements and the Flexboy and Flexel product ranges are shown below. In 2007, Stedim was bought by the American company Sartorius.

**technological advantage**

**Pioneering the development of EVA® bags** designed for fetal prenatal nutrition and drug delivery, as well as biopharmaceutical processing, STEDIM has changed the way disposable containers are used forever.

**Always innovating, the STEDIM Custom-Made Bag Design program** is conducted to help you find the best adapted bag design for your process needs.

**From 50ml to 3,000 litres**, our bioprocessing bags meet concern cell production, cell culture media, buffer preparation, intermediate bulk and final product storage, including controlled cold storage and handling.

**Biocconomic advantages, step by step**

- Reducing waste
- Safety
- Bag Your Advantage

**It's in the bag**

The bag technology company

**technological advantage**

**It's in the bag with FLEXBOY**

**Pioneering the development of EVA bags** from drug delivery to drug delivery, STEDIM has changed the way disposable containers are used forever.

**From 50ml to 3,000 litres**, our bioprocessing bags meet concern cell production, cell culture media, buffer preparation, intermediate bulk and final product storage, including controlled cold storage and handling.

**FLEXBOY® range bags**

- From 50ml to 3,000 litres, and made of an EVA based multi-layer and gas barrier film. They can be used individually and applied in bioprocessing applications such as:
  - Multi preparation
  - Buffer solution preparation
  - Bioreactor sampling
  - Simultaneous collection and stabilization on sterile filters assembled on manifold filling line
  - Serial sampling over long periods, for example from a perfusion bioreactor
  - Product transport and storage

**A series of associated systems** such as FLEXBOY® Traps and Traps for Filtration Media facilitate a wide range of applications and innovative bag usage.

**A variety of fitting and connector options** are available with FLEXBOY® Bags, including FLEXBOY®™ aseptic connector, identifying films, sanitary connectors & MPC series quick couplings.

**STEDIM**  
Pioneering bag technology

To obtain more information about FLEXBOY, our range of products for large volume - FLEXEL 3D - or participate in our Stedim Bag Design Program, please contact:  
North America Contact USA / Phone: +1 (800) 689-6552 / Toll Free: +1 (800) 258-6552 / Fax: +1 (800) 258-6552 / info@stedim.com  
Europe, Africa, France / Phone: +33 (0) 442 9456 00 / Fax: +33 (0) 442 9456 09 / contact@stedim.com  
Far East, Tokyo JAPAN / Phone: +81 (0) 3-3226-1901 / Fax: +81 (0) 3-3226-1902 / info@stedim.com

**technological advantage**

**It's in the bag with FLEXEL 3D**

**Pioneering the development of EVA bags** from drug delivery to drug delivery, STEDIM has changed the way disposable containers are used forever. FLEXEL® 3D Bags, ranging from 50 litres to 3,000 litres, are made with a LDPE fluid contact in a multi-layer 100-gas barrier film. They can be used individually and installed in bioprocessing applications such as:

- Fermentation of cell culture media, buffer solutions, and product using aseptic mixing by recirculation
- Storage of cell culture media and buffer solutions, and thermo-regulated storage
- Final and terminal flush bioreactors
- Waste collection
- In-process product bulk with controlled bag systems
- On-site and inter-county product transportation

**The FLEXEL® 3D system consists of:**

- FLEXEL® 3D Bags** Filled with both top and bottom parts.
- PALLETANK® Range** A modular high container used to hold FLEXEL® 3D Bags. PALLETANK can be extended using a number of optional IFC.
- Manifold systems** Solution distribution using FLEXEL® 3D.

**Flexibility when changing the process**

STEDIM Systems can be used to cover a 3D fluid range of volumes without removing fluid equipment. PALLETANK® agree to a reduction in their space requirements. Pre-assembled sterile tubing manifolds and tube traps systems allow rapid re-configuration of tubing networks in response to process evolution.

**STEDIM**  
Pioneering bag technology

To obtain more information about FLEXEL 3D, our range of products for small volume - FLEXBOY® - or participate in our Stedim Bag Design Program, please contact:  
North America Contact USA / Phone: +1 (800) 689-6552 / Toll Free: +1 (800) 258-6552 / Fax: +1 (800) 258-6552 / info@stedim.com  
Europe, Africa, France / Phone: +33 (0) 442 9456 00 / Fax: +33 (0) 442 9456 09 / contact@stedim.com  
Far East, Tokyo JAPAN / Phone: +81 (0) 3-3226-1901 / Fax: +81 (0) 3-3226-1902 / info@stedim.com

# Advertising Ipsogen



## Sustaining its sales

Now the world leader in the molecular diagnosis of leukaemia, Ipsogen intends to consolidate the sales of its leading diagnostic kits and support the launch of a new offer on the very competitive market targeting breast cancer. Supporting its appearance at key conferences and seminars, Ipsogen has launched an advertising campaign in specialized media to reinforce its identity and boost the commercialisation of its flagship products: Leukemia JAK2 V617F and Breast Cancer Genomic Grade tests.

**IPSOGEN**  
CANCER PROFILER

MAPPING DISEASES, GUIDING DECISIONS

**PROFILING BREAST CANCER**

**MapQuant Dx™ Genomic Grade**

Genomic Grade

Nuclear Grade

Tubular Grade

MAPK1

MAPK2

MAPK3

MAPK4

MAPK5

MAPK6

MAPK7

MAPK8

MAPK9

MAPK10

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# Advertising

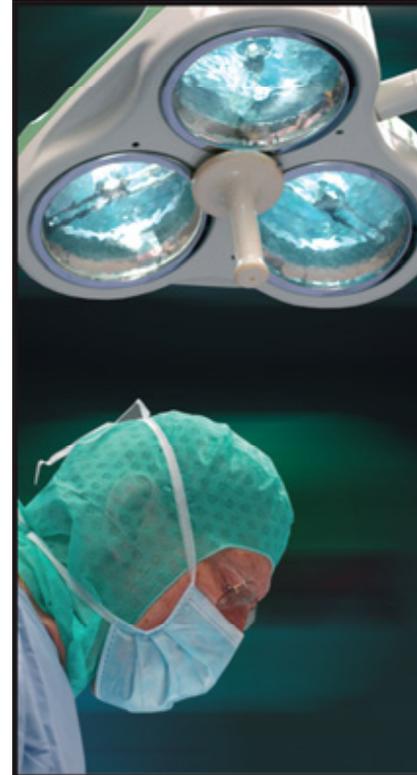
## Collectis

### Completing a successful IPO

Collectis intends to take advantage of the renewed interest in biotech values to go through with an IPO and thus indirectly boost its brand awareness vis-à-vis its biopharmaceutical and agro-chemistry customers.

On a slightly humorous note, the company's technology and financial proposal were promoted through the slogan: "DNA surgery - operation in progress". With Collectis's revolutionary genomic engineering method, transgenesis has become as safe and efficient as a simple cut-and-paste function.

An advertising campaign was launched in the Echos daily newspaper and on the Boursorama website.



## Chirurgie de l'ADN L'opération est en cours

**collectis**

L'INGÉNIERIE RATIONNELLE  
DU GÉNOME

Offre ouverte jusqu'au 5 février  
2007 à 17h (OPO) sur Alternext  
d'Euronext Paris.

Un prospectus, visé par l'AMF le  
22/01/07, est disponible sur le site  
de l'AMF et sur [www.collectis.com](http://www.collectis.com).  
Les investisseurs sont invités à se  
reporter au chapitre "Facteurs de  
risques" du prospectus.

# Advertising

## Innate Pharma



### Completing a successful IPO

A year before Collectis, Innate Pharma set out to reassure its European institutional investors and smaller French investors with an IPO but the stock market conditions were much more hostile at the time.

Innate Pharma became the first French biotech company to complete its IPO after much anticipation from the sector. Its success paved the way for other biotech companies wishing to follow the same roadmap to a successful IPO.

Announcements in the Financial Times and les Echos, were relayed by advertising banners on the Boursorama website and commercials on Radio Classique to support the operation dubbed “get a share of the innate” aiming to convince investors of the worth of the therapeutic approach and the innate immunity company.

**Biopharmacie ...**  
**L'action est dans l'inné**

<p>À l'origine d'Innate Pharma : la découverte des mécanismes de contrôle d'un compartiment encore largement inexploité du système immunitaire, l'immunité innée.</p>	<p>Aujourd'hui, une rupture technologique dans l'immunothérapie : des candidats médicaments « first in class » capables de potentialiser l'activité des cellules tueuses de l'immunité innée et de casser la tolérance vis-à-vis des tumeurs.</p>	<p>Pour demain, une ambition : en tant qu'acteur de rang mondial sur le marché en forte croissance de l'immunothérapie, apporter des solutions nouvelles dans le traitement de pathologies graves telles que le cancer et les maladies infectieuses.</p>
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**Jusqu'au 30 Octobre,**  
à l'occasion de son introduction sur le compartiment **Eurolist C** d'Euronext Paris, rejoignez Innate Pharma en tant qu'actionnaire, aux côtés d'investisseurs en capital de référence de la biotechnologie mondiale.

plus sur [www.innate-pharma.com](http://www.innate-pharma.com)

  
**innate pharma**  
the innate immunity company

Des exemplaires du prospectus ayant reçu de l'Autorité des marchés financiers ("AMF") le visa n° 06-373 en date du 18 octobre 2006, composé du document de base enregistré le 19 juin 2006 sous le numéro 106-102 et d'une note d'opération sont disponibles sans frais auprès d'Innate Pharma, Bastide Grand Pré, 119121, ancien Chemin de Cassis, 13009 Marseille, France, et sur les sites Internet de l'AMF (<http://www.amf-france.org>) et d'Innate Pharma (<http://www.innate-pharma.com>). Les investisseurs sont invités à prendre en considération les risques décrits dans la section 4 du document de base et la section 2 de la note d'opération.

# Advertising

## Innate Pharma

### Popularising its therapeutic approach

Innate Pharma intends to popularise its therapeutic approach among immunologists and clinicians so as to consolidate its leadership in innate immunotherapy and thus facilitate the development of its clinical trials.

Its adverts were printed in the international scientific and medical press for a year. With a nod to the 19<sup>th</sup> century fathers of evolutionism, the advert recalls the evolution of mankind and the fundamentals of this new pharmacology based on the manipulation of innate immune cells, the first defence system that appeared during evolution.

*The latest technological breakthrough is 800 million years old*

**innate pharma**  
the innate immunity company

Innate Pharma develops cutting-edge drug candidates that target the most archaic compartment of the immune system: innate immunity. First mover in this emerging field, Innate Pharma has three product platforms, targeting three classes of innate immunity receptors:

- TCR $\gamma\delta$  agonists
- NK receptors agonists and antagonists
- TLR agonists

With its most advanced candidate in phase II clinical trial in renal carcinoma, the company has a proven track record in moving rapidly from scientific concepts to clinical development and has already entered into landmark partnerships, including a strategic R&D agreement with Novo Nordisk A/S and assets licensed from Schering-Plough Corporation.

[www.innate-pharma.com](http://www.innate-pharma.com)

# Advertising

## Technicatome

### Moving into new markets

The French reference in nuclear propulsion (for 30 years, its reactors have powered the first nuclear submarines and the Charles de Gaulle aircraft carrier), Technicatome decides to consolidate its expansion into new, highly competitive markets such as transportation and large scientific research instruments.

To promote its offer among the main principals in the sector, the Agency chose to demonstrate – proof in hand – the ability of its engineers to transfer their creativity from one industrial universe to another.

A priming campaign was launched in the European economic and financial press (L'Usine Nouvelle, La Tribune, Les Échos, Enjeux les Échos, The Financial Times) which was relayed by announcements in the specialized press in France and abroad (RGN, SFEN newsletter, La vie du rail...).

**MP2000 PROJECT:**  
The dependable command and control system for the new Paris metro - MP2000.

**C.S. TRANSPORTATION:**  
The command and control system for the naval propulsion reactor.

**TRANSFERRING CREATIVITY**

**TECHNICATOME.COM**

Men's safety or systems availability? When confronted with such ineluctable objectives, it is the creativity of the men and women at Technicatome that the Ministry of Defense, the RATP (Paris City Transport Authority), Eurocopter and the Atomic Energy Commission turn to for answers that meet their requirements. Dedicated to all those working in extremely demanding sectors, our experience in system design and operation confirms our reputation as a **Prime Contractor of Dependable Systems.**

**A**  
**TECHNICATOME**

© 2004 Technicatome. Tous droits réservés. MP2000 - Image: Agence France Presse - 2004 (France)

# Publishing

## IRSN

### Public enquiry documents

Within the scope of building the operational dosimetry research facility called AMANDE, the French Radiation Protection & Nuclear Safety Institute (IRSN) entrusted ATCG-Partners with its communication during the first public enquiry.



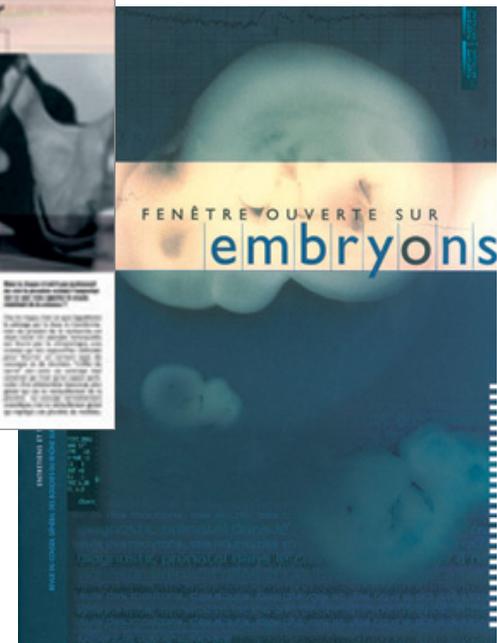
# Publishing

## Bouches du Rhone departmental council



### 'Terres Marines' Magazine

A six-monthly magazine combining fundamental research and human sciences, Terres Marines was published by the research department of the Bouches du Rhone departmental council from 1996 to 2003. During these seven years, ATCG-Partners managed the scientific committee, drafted articles and designed this magazine which was targeting French scientists and teachers. The Terres Marines team was awarded the Jean Perrin prize in 2001.



# Publishing Innate Pharma



## Investor relations

Road shows, newsletters to investors, annual reports and tombstone advertisements.

### REGARDS CROISÉS

LES AVANCÉES DE L'IMMUNOTHÉRAPIE ET LES PERSPECTIVES D'INNATE PHARMA

QUESTION À MARCEL ROZENCWEIG, VICE-PRÉSIDENT EXÉCUTIF, DIRECTEUR MEDICAL D'INNATE PHARMA

Vous avez été, au cours de votre carrière, un témoin privilégié du développement des thérapies contre le cancer. Pourriez-vous nous faire partager votre expérience, en particulier concernant l'immunothérapie anticancéreuse ?

Effectivement, obtenir un diplôme de médecine et consacrer sa spécialisation en oncologie dans les années 70... On peut donc dire que j'ai connu les balbutiements des thérapies anticancéreuses !

« Maintenant que ces technologies sont au point, on retourne aux fondamentaux : la cible »

Pour en revenir plus spécifiquement à l'immunothérapie, les obtus médicaments enregistrés au cours des derniers mois – le vaccin thérapeutique Provenge (ipilimumab-T) dans le cancer de la prostate et l'anti-cp-15 dans le mélanome méastatique – valident cette nouvelle approche métabolique de développement de médicaments. Ils démontrent aussi le potentiel majeur d'une stratégie fondée sur l'activation de systèmes immunitaires pour lutter contre le cancer.

Des premiers succès donc, mais un paysage encore émaillé dans la mesure où les mécanismes de régulation, notamment, méritent et méritent d'être explorés, qui régissent le système immunitaire et l'interaction avec encore en pleine exploration.



Innate Pharma - BILAN 2008



NOUVELLES CIBLES - NOUVEAUX MÉCANISMES DES IMMUNOTHÉRAPIES INNOVANTES CONTRE LE CANCER  
NOUVEAUX CONCEPTS - FIRST-IN-CLASS DRUGS EN IMMUNOTHÉRAPIE COMPANY FOCUS

rapport annuel  
annual report  
2008



rapport annuel  
annual report  
2009



innate pharma  
the innate immunity company

NEWSLETTER TO #1 March 2007  
SHAREHOLDERS

- Editorial by Henri Bally CEO
- Foreword by 2006
- Awards and corporate news
- R&D and pipeline news
- Inmate Pharma and its shareholders

EDITO

Dear Shareholders,

With an unprecedented number of clinical trials, Innate Pharma is the first biotech company to have a pipeline of 10 drugs in phase I or II clinical trials. This is a major milestone for our company and for the industry as a whole.

At the same time, we have been able to secure a number of strategic partnerships with leading pharmaceutical companies, which will allow us to leverage our scientific approach.

In the meantime, we are also going to continue to explore the potential of our strategic alliances with large industry players in order to accelerate the development of our pipeline for those areas where we have a competitive advantage. Considering our strong pipeline, we are confident that our research will be through a number of our scientific approach.

In just seven years, we have built a company that is now a leading player in the biotech industry. We are now well capitalized relative to European standards and we are well positioned to attract new business partners and financial investors.

With your support, we intend to make Innate Pharma a top player in the biotech industry in order to build a company that is not only financially strong, but also socially responsible.

HERVE BALLEZ  
Chairman of the Executive Board  
Chief Executive Officer

R&D expenditures	Staff	Cash about	Number of outstanding shares
+75% in 2006	+35%	€60m at the end of 2006	250 m at the end of 2006

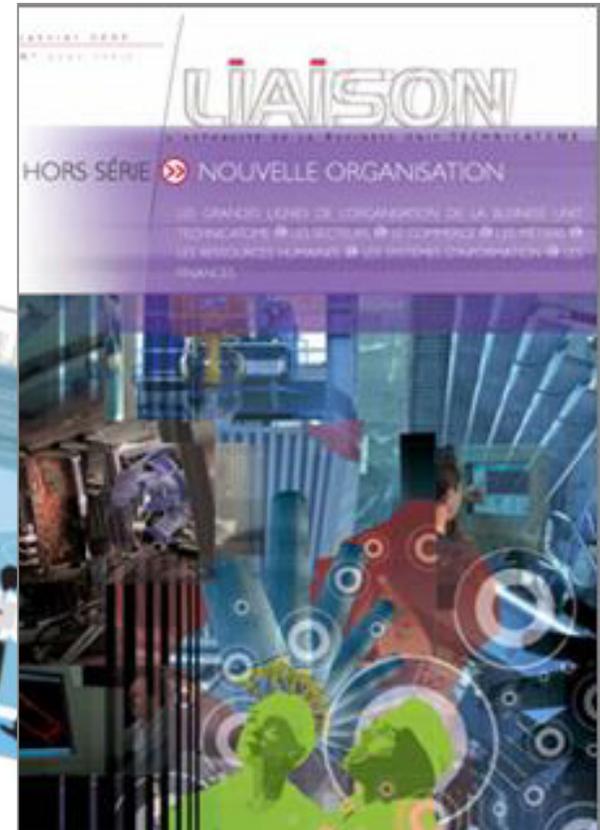
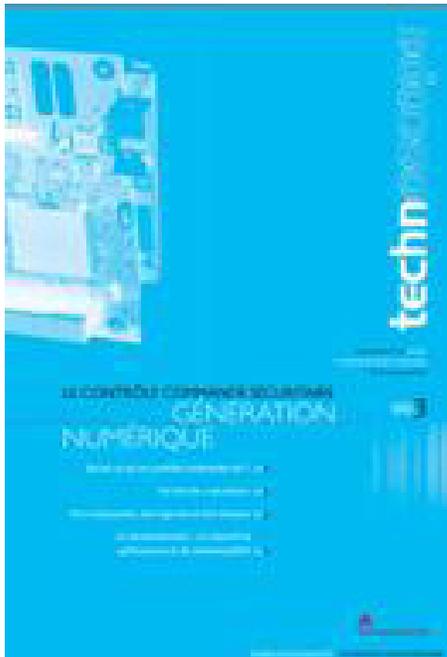
NEWSLETTER TO SHAREHOLDERS

# Publishing

## Technicatome

### In-house magazine

From 2001 to 2005, ATCG-Partners was responsible for running the steering committee, ensuring the graphic design and drafting the content of the Group's in-house magazine. It also drafted and delivered a technical booklet called Technoscope every 3 months intended for the general public and describing the professions and technologies behind the Technicatome Group.

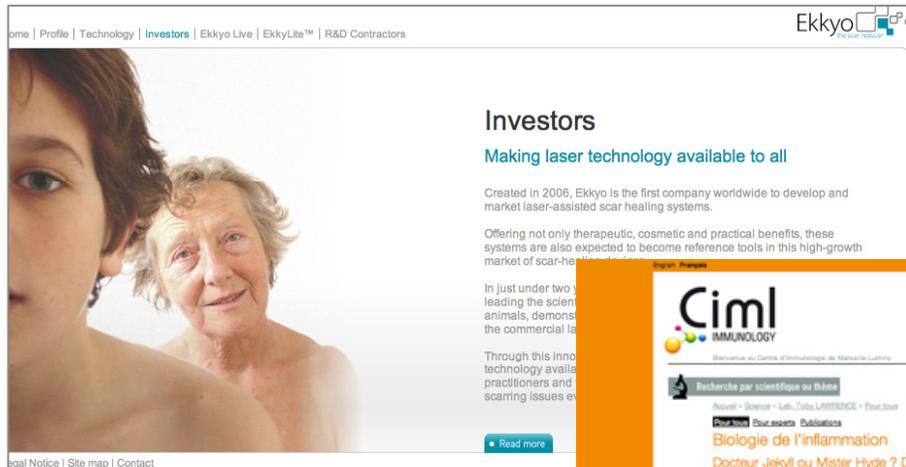


# Multimedia Websites



## Corporate and/or commercial websites

The result of product team work by the Agency's consultants, copywriters, developers and web designers, the websites by ATCG-Partners boast the best of Internet technical standards and social practices. Open source, these websites are designed and developed by two developers who are pioneers and opinion leaders in their community (Drupal and Typo 3) who freely share all their developments with the other members of their network.



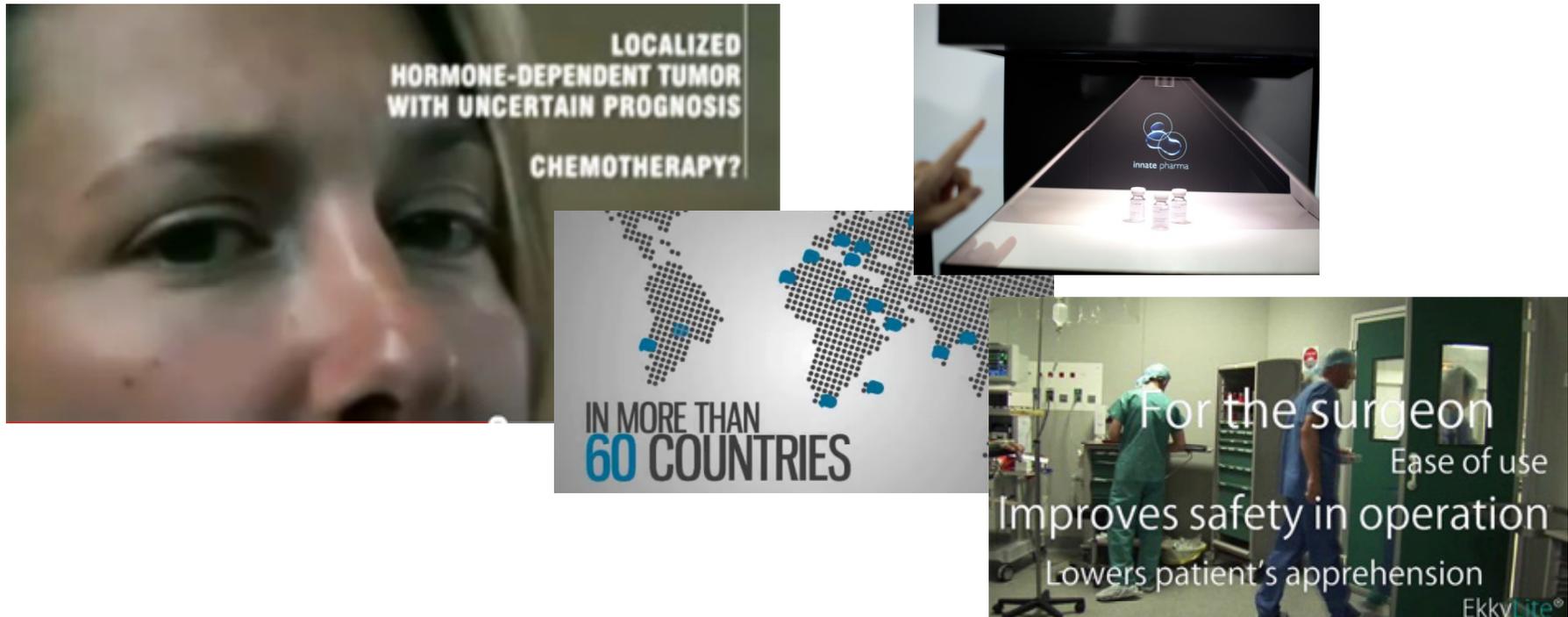
A few examples of websites created by ATCG-Partners:  
 www.ciml.univ-mrs.com, www.innate-pharma.com, www.ipsogen.com, www.pharmaxon.com, www.ekkyo.com...

# Multimedia

## Video, advertising and installations

### From TV films to interactive installations

Films and videos not only play a central role in the Agency's work but also define its culture. All media supports (TV, internet, telephony), our ads, films, video reports and interviews are designed by ATCG-Partners consultants, video directors, and the multimedia artists from OFU. They are co-directed by OFU members, the Agency's web developers and TV experts from VBC Production. 3D films and interactive installations are co-created by ATCG-Partners and Exmagina, one of the French pioneers in augmented reality.



All films developed and directed by ATCG-Partners can be viewed on our video space:  
<http://vimeo.com/search/videos/search:atcg-partners/st/9e5db341>

# Public Relations

## Media Relations



### Event organisation

Launching companies, products or services in Europe and the US, supporting financial operations (road-shows, analyst meetings and investor relations), and organising events (conferences, press conferences, R&D days, round tables).

All films of round tables co-produced and directed by ATCG-Partners can be viewed on our video space:  
<http://vimeo.com/search/videos/search:atcg-partners/st/9e5db341>

# Exhibitions

## Conferences & Shows

### Anniversary exhibition for Technicatome

Co-signed by ATCG-Partners, a set designer and a photographer from OFU, the exhibition called “Human Safety or Machine Availability” opened in 2003 at the maritime museum in Cherbourg. By strolling through 4 giant cubes mixing photos and video, the public was able to decipher the professions and exceptional stakes involved in high-risk system engineering.

### Rohm & Haas stand at CHPI India

Following the ‘Advanced Biosciences’ and ‘Advanced Release Technologies’ business units, Rohm & Haas entrusted ATCG-Partners with the communication for its nutrition department.

Through advertising relays, white papers and media relations in specialist journals, the Agency designed the brand’s show stands for the key events, such as the CPHI 2007.



# Presentation of the agency

Sept 2011



## OFU

Contiguous to ATCG-Partners, the two founders of the Agency have created an outlet to freely express their views on science, its progress, failures, and possibilities by developing a series of installations called **Our Future Universe**, a collective boasting video directors, multimedia artists, photographers and architects. Following the embryo installation (2000) and the bio-picture festival (2004), OFU will be launching a worldwide project in 2012 dubbed ‘What is left to be discovered’”

# Exhibition

## Embryos: 10 questions submitted for consideration

### Discovering and pondering embryo science and technologies

During the first revision of the bioethics laws, OFU designed an installation in the oldest room of the Museum of Natural History via 10 series of photo-video sets. OFU calls on the public to look at 10 societal questions raised by developmental biology and biomedicine. Starting with these questions, visitors have the keys to understand the discoveries and techniques, their issues and limits, the multiplicity of cultures and legal frameworks that determine the embryo's status throughout the world.



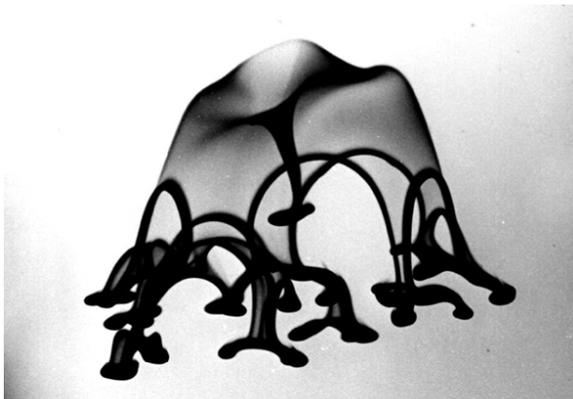
# International Life Sciences Festival

## Biopicture Festival



### Confronting those who create images with those who reinvent them

In 2004, OFU designed and managed the first international life sciences & biotechnologies festival. The festival jury comprised scientists, artists and journalists who were asked to choose 65 works of art from the 110 films, videos and photos submitted by artists and scientists from all four corners of the world. On 28 October 2004, more than 5,000 visitors were able to view the selection, peruse the documentaries and browse in the workshops and bookshop set up at the Friche de la Belle de Mai. The jellyfish photo by the biochemist Gerard Liger-Belaire and the video clip 'Electronic Performer' designed by Laurent Bourdoiseau for the electronic music group Air were awarded a prize by the jury.



Coproduction: OFU, France Biotech

Partners: Nature Journal, French Ministry for Research, PACA Regional Council, Friche de la Belle de Mai

# Presentation of the agency

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