

# at a glance™

## Redington, Inc.

High Net Worth, Family Office IR  
Distinctive Focus, Exceptional Execution

Published by Redington, Inc. for corporate issuers. All rights reserved.

**Disciplined investor relations programs can help issuers achieve higher public market value and reduce the cost of capital. Sector knowledge, pinpoint messaging, strategic investor access, and logistical superiority underlie a program's success and help shape your face on Wall Street.**

### about us

Our programs are designed for small cap life sciences issuers who seek a closer relationship between their intrinsic and public market values.

Our approach is built on more than 25 years of working with some of the industry's most gifted entrepreneurs as they guided the early days of companies like Celgene, Calgene, Medarex, Texas Biotechnology, Axsome, TG Therapeutics, Keryx, Fortress Biotech, Quidel, Elan, Urogen, Galapagos, Stemcell, Crucell, and many others -- all bearing witness to the value proposition of translating science and opportunity to a level of understanding, then presenting it in ways that matter most to risk-tolerant investors.

In the process we gained exceptional insights into how investors view risk investments in life sciences and the message elements that are most effective in drawing their attention.

We actively communicate with roughly 2,500 financial advisors at local, regional and national wire houses, more than 400 family offices and 3,000 medically degreed high net worth investors.

As a class, these investors are the ones that generally set share price and account for the routine daily liquidity of small cap issuers. That is why we focus on them: their investment strategies enable them to build positions in small cap companies in the public market before the time when market caps or liquidity meet the criteria of most institutional investors.



For additional information, contact:

### basic services

**Perception Audits** – Straw polls to identify perceptions held by key audiences toward client companies. Aids program planning by sharpening the focus for messages and audiences; also creates reference points for measuring progress.

**Program Development** – Identifies messages and audiences tied to stock distribution/trading and market cap goals; creation of programs for fulfillment.

**News Bureau** – Review of client news releases and corporate decks for retail channel; opportunistic exposure in important financial media.

### platforms

We use a variety of platform tools to accomplish our work.

**At A Glance** – One-page, two-sided narrative of the company's main programs, anticipated outcomes, commercial and regulatory environments, and milestone events.

**Redington Virtual** - Web-based outreach to more than five million monthly visitors to leading financial websites, coupled with desktop delivery of client video and text material to financial advisors, high net worth medical professionals, and family offices.

**Redington Medica** – Exclusive desktop access to medical professionals with the highest evidenced interest in small cap life sciences companies.

**Investor Contact Unit (ICU)** – Tracks stock ownership, trending impressions of client companies, and reinforces client news flow with timely information on commercial or regulatory activities that may influence client programs. Sophisticated contact management software enables our ICU staff to maintain year-round contact with the most active financial advisors and family offices in our circles.

**Road Show Unit** – Produces live and virtual financial advisor investor meetings in 20 markets in the US. Participants represent a cross section of the financial community in each market, including major wire houses and regional firms. All represent high net worth clients with allocations for risk investments.

### clients

Available to you: the same capital markets knowledge and communications expertise that was applied to defining the early investment community profiles of companies including:

ADVANCED MEDICAL TECHNOLOGY, ADVANCED NMR, AGRIGENETICS, AMERICAN BIOGENETIC SCIENCES, AMERICAN BIONETICS, AMGEN, ANESTA, APPLIED DNA, AVANIR, AVAX TECHNOLOGIES, AVENUE

THERAPEUTICS, ACCESS, AXSOME, CALGENE, CELGENE, CELL TECHNOLOGY, CHECKPOINT THERAPEUTICS, CIPHER

PHARMACEUTICALS, CROP GENETICS, CRUCCELL, CYTRX BIOPOOL, CYTRX, DELCATH, DIGITAL

ANGEL, DURA PHARMACEUTICALS, DYNAVAX, ELAN, ENVIRONMENTAL DIAGNOSTICS, ETHICAL HOLDINGS, FIBROCELL

SCIENCE, FORTRESS BIOTECH,

GALAPAGOS, GENETIC VECTORS, IGI, KERYX, LA JOLLA PHARMACEUTICAL, MDT CORP., MEDIWARE, MOTIF BIO, MUREX, NASTECH, NEORX, NEUROGENETIC, NOVADEL PHARMA, NOVAVAX, NOXSO, ONCOGENE SCIENCES, OPTIGENEX, PHARMATEC, PILOT LABORATORIES, PROCYTE, QUIDEL, SWISSRAY, TEXAS BIOTECHNOLOGY, TG THERAPEUTICS, THRESHOLD PHARMACEUTICALS, TONIX PHARMACEUTICALS, 22ND CENTURY GROUP, UNIGENE, UROGEN, VENTRUS, VI GROUP, VIA PHARMACEUTICALS, ZIOPHARM.



Redington, Inc.  
CT 203 222-7399 • NY 212 926-1733 • [www.redingtoninc.com](http://www.redingtoninc.com)