

## LEO Hub Launches with Some Royal Help

### LEO SCIENCE & TECHHUB

#### CHALLENGE

- Seeking visibility in the U.S. for Grand Opening of Danish LEO Science & Tech Hub, the advanced innovation R&D arm of LEO Pharma
- Create targeted awareness using traditional media, social media, infographics and photos

#### LHS SOLUTION

- Created targeted, integrated communications programming maximizing opening ceremony
- Targeted outreach to local media and select healthcare and tech trades
- Developed infographic to illustrate mission and objective of the Hub
- Partnered with Massachusetts Life Science Center to extend reach

#### RESULTS

- On-message media coverage in top targets, including: *Boston Globe*, *WBZ Radio*, *Big3Bio Boston*, *Fierce Biotech*, *Mass Life Science Center* e-newsletter
- +2,800 engagements with infographic
- Press release picked up by 100+ outlets

## The Boston Globe

### LEO Pharma grabs toehold in Cambridge

By Robert Weisman | GLOBE STAFF | SEPTEMBER 29, 2015

LEO Pharma is the latest European health care company to open an office in Cambridge's Kendall Square, a global life sciences hub.

The company, owned by the LEO Foundation based in the Danish town of Ballerup, plans to open Friday that it is establishing a local outpost to help invest a \$22.5 million fund that will fund collaborations developing skin disease treatments.

LEO executives at LEO Science & Tech Hub, an arm of the company, will set up shop in Cambridge to vet potential partnerships in dermatology research in the area and beyond. The office plans to make an initial round of investments — each between \$5 million and \$10 million — into alliances with partners that have made similar contributions.

"By forging alliances with industry and academia here in Cambridge, we hope to change the treatment paradigm in dermatology and improve the quality of life for patients with skin diseases," Kim Kjoeller, executive vice president for global research and development at LEO Pharma, said in a statement.



### FierceBiotech

BIOTECH RESEARCH IT CRO MEDICAL DEVICES

Biotech

### LEO opens early collab hub in Boston with a little royal help

By Ben Adams | Oct 3, 2015 4:22am



Dermatology pharma LEO has gained the seal of approval for its newly opened office in Boston by Her Royal Highness, Crown Princess Mary of Denmark. The Danish company has opened, like so many before it, in what many in the life sciences research Kendall Square. LEO hopes some of its magic might rub off, saying in a statement that placing its office "brings together members of the Boston life science community to explore

### Big3Bio BOSTON

Spotlight: Q&A with Michael Sierra, Vice President, LEO Science & Tech Hub

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Q: Can you give us a quick overview of LEO Science & Tech Hub?

The LEO Science & Tech Hub is the first dermatology-focused innovation center in Boston. The Hub will join forces with the life sciences community to advance the treatment of skin diseases. The unique structure of the Hub will allow for diverse partnerships with academic institutions, biotech companies and venture capitalists, making Boston a logical choice for its location.

Q: What are the Hub's goals for the coming years?

Our ultimate goal is to pave the way for precision medicine within dermatology so patients can quickly be prescribed precisely the right treatment for them. This has been done already in monitoring heart disease and been shown to reduce the need for surgery. We want to apply this technology to dermatology to help people with skin diseases get the right diagnosis and treatment.

It's about empowering patients and improving their quality of life. And enabling both patients and doctors to monitor, diagnose and treat skin diseases in a more effective and less invasive way.

Our team wants to help academia validate novel targets using LEO Pharma's disease models and gain access to innovations and technologies that are not currently publicly available. We will actively search for technology partners to solve existing challenges within LEO Pharma's R&D and independent business unit, LEO Innovation Lab. And of course, we want to provide opportunities for seed investments and establish relationships with external talents at world-class academic and biotech institutions.

Q: How do you plan on achieving these goals?

We want to identify a molecular 'fingerprint' or imaging technology that—backed up by an ever-growing sophisticated data set—allows a patient to monitor treatment, predict flare-ups and facilitate dialogue with their doctor. We will engage with life science innovators to explore fields such as non-invasive biomarkers, artificial intelligence and imaging technologies.



Michael Sierra, VP, LEO Science & Tech Hub



**What if** a picture could lead to better skin treatment?

**1 in 3** people in the U.S. are estimated to have skin disease\*

**Changing** the dermatology treatment paradigm

LEO Science & Tech Hub

\* Source: americanacademyofdermatology.org/about

## INFOGRAPHIC