

NewLink Genetics Grabs the Spotlight



CHALLENGE

- Position NewLink Genetics as a leader in IDO immuno-oncology alongside large pharma
- Create visibility and awareness for Phase 2 data at a major oncology conference
- Obtain validation for new immuno-oncology target, IDO pathway inhibitor

LHS SOLUTION

- KOL and spokesperson message and media training
 - Investor and analyst onsite meeting
- Pitched top-tier financial and trade media based on presentation from AACR plenary session
 - Supported AACR media briefing and interviews
 - Used embargoed press release to generate positive story coverage with management and investor interviews
 - Created digital support materials

RESULTS

- Increased “Share of Voice” for NewLink Genetics in AACR coverage
 - 30+ outlets provided “on target” original coverage
 - 3,500+ press release pick ups
 - 47% click-throughs to infographic & e-media kit
- Top-tier financial, pharma and oncology trade coverage
- 50+ investors and analysts attended event

Examples of Financial and Pharma Coverage

Targeted Outlets

ENDPOINTS NEWS

MEDPAGE TODAY

Drug Combo Boosts Response Rate by Half in Melanoma - Complementary approaches enhance immune activity -

INVESTOR'S BUSINESS DAILY


TECHNOLOGY
Step Aside, Merck And Bristol: These Are Your Future Rivals In Cancer Drugs



An estimated 1,000 clinical trials are underway in the class of drugs known as immuno-oncology, a branch that aims to teach the immune system to identify cancer cells. (Bio2017@stockphoto.com)

ALLISON GATZERT | 4/10/2017
ristol-Myers Squibb (BMY), Roche (RHHBY) and Merck (MRK) tend to grab immuno-oncology headlines. But the American Association of Cancer Chemotherapy and Immunotherapy

NewLink grabs the AACR spotlight with IDO pathway, Keytruda combo — shares blitzed



cancernetwork
home of the journal ONCOLOGY

Adding Indoximod to Pembrolizumab Improved Response Rate in Advanced Melanoma



In this video, Yousef N. Zakharia, MD, of the Horizon Comprehensive Cancer Center and division of hematology and medical oncology at the University of Iowa, discusses phase II results of a single-arm trial that tested checkpoint inhibitor plus indoximod, an IDO pathway inhibitor, in patients with advanced melanoma. The trial looked at 30 patients treated with investigator's choice of nivolumab, pembrolizumab, or ipilimumab plus indoximod. The majority of patients in the trial had stage IV disease, and nearly half had visceral metastases. All patients were treatment-naïve for advanced melanoma.

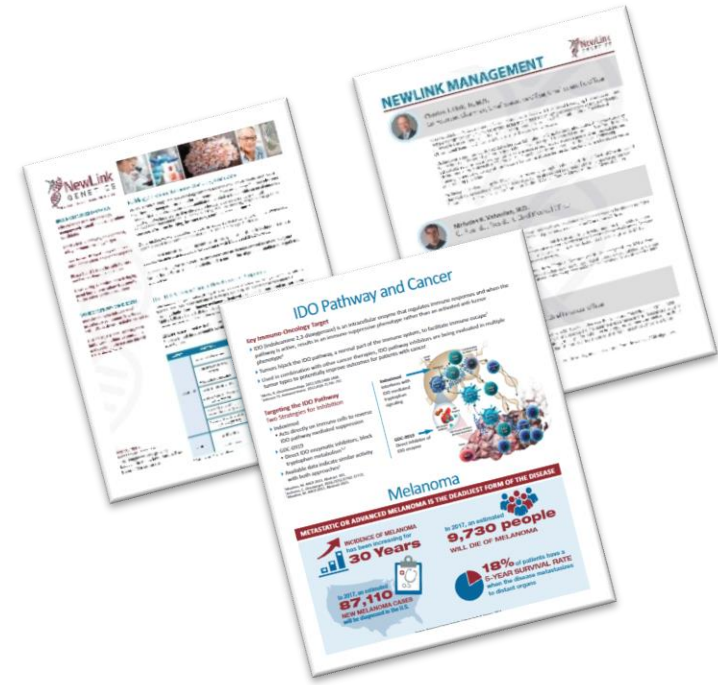
Medscape

'Excited': Reaction to Advanced Melanoma Combo

Kate Johnson
April 05, 2017

WASHINGTON, DC — "Exciting" was the word used by several independent experts after hearing interim phase 2 results on the addition of the investigational IDO (indoleamine-2,3-dioxygenase) pathway inhibitor indoximod to standard pembrolizumab in patients with advanced melanoma.

Results of the NLG2103 study, presented here at the American Association for



Support Materials

Bloomberg

REUTERS

Pink Sheet
Pharma intelligence

BIO WORLD

OncLive