

SIMULTANEOUS DEBUT OF COMPOUND AND COMPANY

Revealing Clinical Data and Presenting the Company to a New Audience

HIGHLIGHTS

DDW Meeting

TOTAL VISITORS TO BOOTH

296 attendees, 60% from the US and 40% ex-US, visited the Educational Exhibit™.

DDW SURVEY RESULTS

- 65% noted they had direct experience with IBD
- 61% noted Professionals Conferences as their 1st choice information source

EXHIBIT THROUGHPUT

Based on the available exhibit hours, 18+ attendees per hour visited the booth at DDW.

ATTENDEE FEEDBACK

"Thank you for providing a copy of the material you are presenting in the exhibit. My colleagues will be very interested to review this data."

– Comment from EU-based researcher regarding the IBD Educational Exhibit™



InnovativeStrategic
COMMUNICATIONS

P: 1.203.904.6578

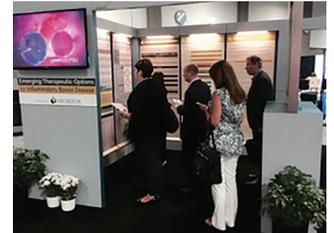
F: 1.888.384.1910

www.iscmed.com

125 Stonefield Road, Milford, Pennsylvania 18337 USA

Emerging Therapeutic Options for Inflammatory Bowel Disease

presented by  **receptos**



Receptos Inc., a developmental stage biopharmaceutical company, was researching a therapy targeting Inflammatory Bowel Disease (IBD). This compound could potentially bring a new approach to the treatment of IBD. As a fresh player in the therapeutic area, how could Receptos make an impression on the audience about their compound and the company?

ISC's Solution: Needing to make a solid impression about both their research and their organization at a US-based international meeting, Receptos turned to ISC for assistance in presenting both in a fair and balanced fashion. Working closely with the clinical group at Receptos, ISC proposed the use of an EDUCATIONAL EXHIBIT™ focused on the emerging therapeutic options related to the treatment of IBD.

Key points conveyed to the audience:

1. Receptos has an extensive clinical program that has demonstrated positive results in clinical trials
2. The new treatment approach, S1P Receptos Modulation, could potentially be beneficial to a range of IBD patients

The IBD Educational Exhibit™ and supporting program elements provided a clear and concise view to meeting attendees on both the clinical data and Receptos as a company.

As one of the only disease-state focused exhibits at the meeting, the IBD Educational Exhibit™ drew attention from a range of medical professionals.

Coupled with other company-sponsored activities at the DDW Meeting, the IBD

Educational Exhibit™ aided Receptos in making a lasting first impression in this important market segment.

The EDUCATIONAL EXHIBIT™ is a directed tour that provides visitors with an overview of the "story" you have to tell. The concept provides a cost-effective, measurable and coordinated communication vehicle that reaches target audiences with a detailed, memorable 8 minute story.

We all have a story to tell. Whether it is about a company, a product or service, a story must be told to engage target audiences. *Energize Your Story!*



EducationalExhibit
Energize Your Story