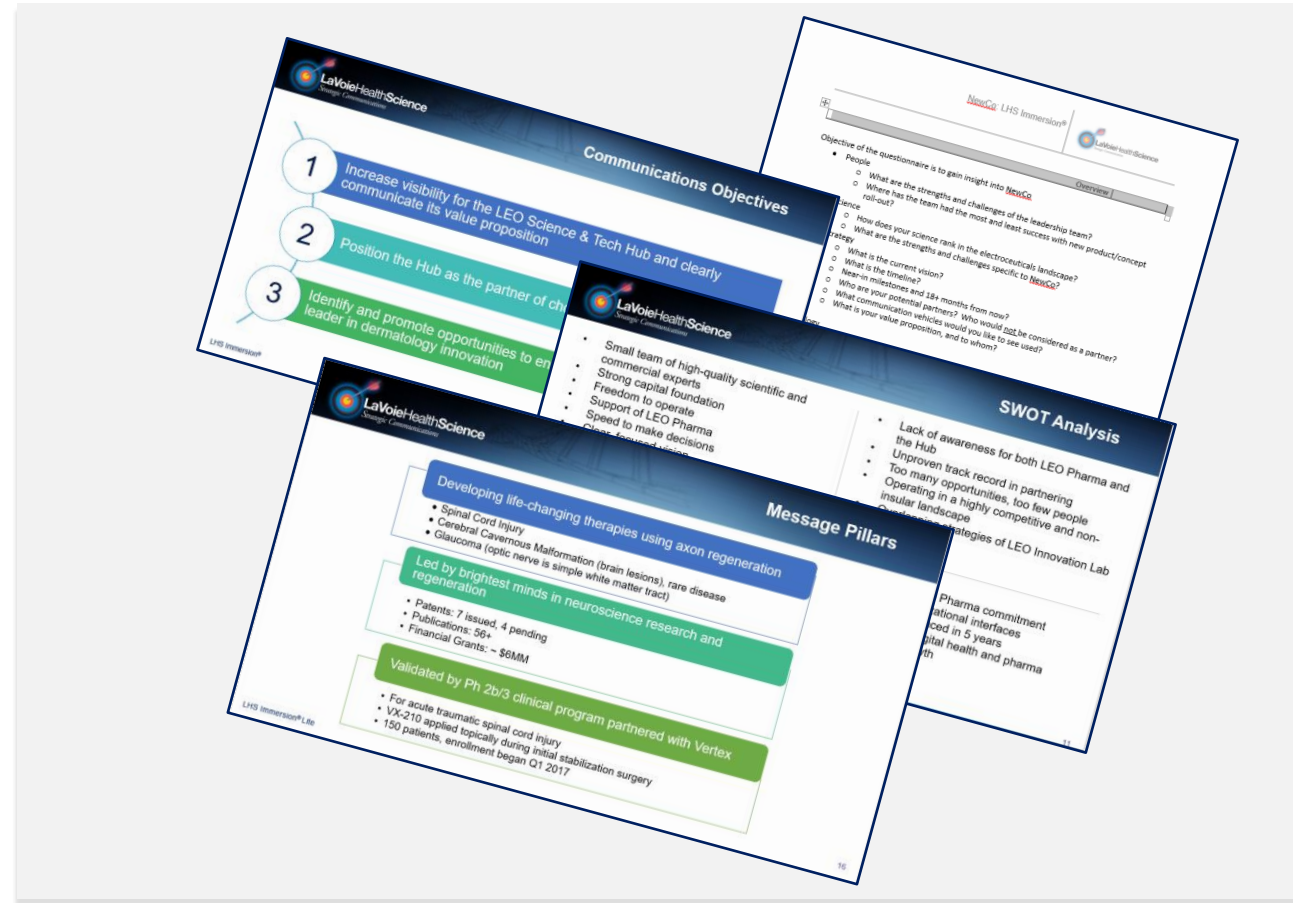


- Establish positioning and messaging
- Formalize mission, vision and identity statement
- Prioritize key stakeholders
- Ensure alignment
- Pave the way
 - Internal innovation and external commercial success



Communications Objectives

- 1 Increase visibility for the LEO Science & Tech Hub and clearly communicate its value proposition
- 2 Position the Hub as the partner of choice
- 3 Identify and promote opportunities to establish LEO as a leader in dermatology innovation

SWOT Analysis

- Small team of high-quality scientific and commercial experts
- Strong capital foundation
- Freedom to operate
- Support of LEO Pharma
- Speed to make decisions
- Clear focus on science
- Lack of awareness for both LEO Pharma and the Hub
- Unproven track record in partnering
- Too many opportunities, too few people
- Operating in a highly competitive and non-insular landscape

Message Pillars

- Developing life-changing therapies using axon regeneration
 - Spinal Cord Injury
 - Cerebral Cavernous Malformation (brain lesions), rare disease
 - Glaucoma (optic nerve is simple white matter tract)
- Led by brightest minds in neuroscience research and regeneration
 - Patents: 7 issued, 4 pending
 - Publications: 50+
 - Financial Grants: ~\$6MM
- Validated by Ph 2b/3 clinical program partnered with Vertex
 - For acute traumatic spinal cord injury
 - VX-210 applied typically during initial stabilization surgery
 - 150 patients, enrollment began Q1 2017

NextCo: LHS Immersion!

Objective of the questionnaire is to gain insight into NextCo

- People
 - What are the strengths and challenges of the leadership team?
 - Where has the team had the most and least success with new product/concept roll-out?
- Science
 - How does your science rank in the electrochemical landscape?
 - What are the strengths and challenges specific to NextCo?
- Strategy
 - What is the current vision?
 - What is the timeline?
 - Near-in milestones and 18+ months from now?
 - Who are your potential partners? Who would *not* be considered as a partner?
 - What communication vehicles would you like to see used?
 - What is your value proposition, and to whom?