

Go To Market Consulting Inc. and Debiopharm Group™ collaborate to identify early stage in-licensing opportunities on the US West Coast

Lausanne, Switzerland and San Francisco, USA, September 5th 2013 – Go To Market Consulting Inc. (Go To Market), a San Francisco headquartered business development representation and marketing services life sciences consulting firm, and Debiopharm Group™ (Debiopharm), the Swiss-based global biopharmaceutical company that focuses on the development of prescription drugs that target unmet medical needs, have entered into an alliance to identify and scout West Coast companies, research institutes and/or individual investigators with in-licensing opportunities, including new compounds, products and/or technologies in oncology, auto-immune, infectious disease and metabolic conditions. Go To Market will collaborate with Debiopharm's existing in-house scouting team for first in-class opportunities for small molecule, antibody and peptide based product candidates.

In recognition of the depth and breadth of life science innovation in the West and in particular, the San Francisco Bay area, known for its culture of innovation, Debiopharm has selected Go To Market to strengthen its local activity in the region. Go To Market will work with Debiopharm's experienced scouting team to further increase the company's accessibility to in-licensing opportunities. David Deperthes, Vice President, Business Development & Licensing at Debiopharm said: "We have selected Go To Market because of their strength and understanding in the life sciences product development area. Their successful presence on the West Coast is a major asset to our search for new molecules. With this partnership we are deepening our commitment to finding the most promising drugs to develop for patients."

Maria Chiam, Founder of Go To Market added: "the West Coast is a rich area in science innovation. Debiopharm's track record of investing into and collaborating with early stage biopharmaceutical programs make it a choice partner for researchers and organizations wanting to move their preclinical programs into clinical development. Go To Market Consulting is delighted to work with Debiopharm to bring next generation therapeutics and diagnostic and personalized medicine initiatives to the market."

About Go To Market Consulting Inc.

Go To Market focuses on developing B2B partnerships and end-customer relationships to create and grow leads and sales opportunities for companies in the biotechnology, pharmaceutical and device area. Go to Market has a combination of deep industry knowledge and international strategic, technical and commercial capabilities in life sciences. For more information on Go To Market Consulting Inc., please visit: www.go2mc.com

About Debiopharm Group™

Debiopharm Group™ (Debiopharm) is a Swiss-based global biopharmaceutical group of companies with a focus on the development of prescription drugs that target unmet medical needs. The group in-licenses, develops and/or co-develops promising biological and small molecule drug candidates having reached clinical development phases I, II or III, as well as earlier stage candidates. It develops its products for global registration and access to the largest number of patients worldwide. The products are out-licensed to pharmaceutical partners for sales and marketing. Debiopharm is also active in the field of companion diagnostics with a view to progressing in the area of personalized medicine. Debiopharm independently funds the worldwide development of all of its products while providing expertise in pre-clinical and clinical trials, manufacturing, drug delivery and formulation, and regulatory affairs.

For more information about Debiopharm Group™, please visit: www.debiopharm.com.

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