



geller**biopharm**

A full service healthcare investment bank with a deep understanding of science and long-standing financial expertise

Office (212) 315-0600

Web gellerbp.com

Summary

Personal

Diverse, world-class team of top biotech bankers, business & research development, industry and international healthcare consultants. Senior bankers execute all aspects of the engagement, from initial pitch to closing dinner, without handoff or bureaucracy

Financing

Vast experience in stock placement, with long term personal relationships with venture capital and key crossover funds in the US and Europe

LM&A

Employ multiple track global and regional strategies, enhanced by outstanding capabilities in positioning and presenting companies to increase receptiveness by target audience, to encourage competitive bidding for our clients

Network

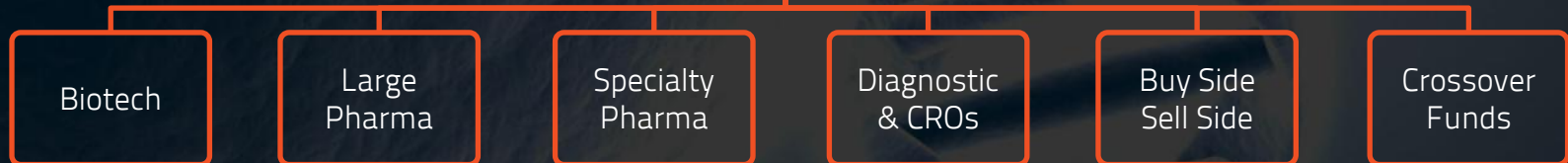
True access to global leaders in pharma, biotech, specialty pharma, diagnostics, devices and CRO companies. Culled through years of collaborative work and personal relationships, network includes CEO's, CFO's, CSO's and Heads of Business & Research Development, in addition to top-tier buy side firms

Core Services

Broad Scope



Strong Relationships



Team



Matthew Geller, PhD President

Matthew Geller is the president and founder of Geller Biopharm. Founded in 2008, gellerbiopharm has performed numerous M&A and advisory transactions as a consultant and is a registered representative with the Financial West Group

Dr. Geller was previously head of healthcare banking at Rodman and Renshaw from 2006-2008. Throughout this period, the group was consistently ranked #1 on the Street for PIPES and registered directs, according to Sagient Research Systems. Dr. Geller was also responsible for M&A and advisory assignments for both public and private biotech companies.

From 1994-2005, Dr. Geller was Managing Director and Senior Biotechnology Analyst at Oppenheimer and CIBC World Markets. Dr. Geller was named one of the best stock-pickers in biotechnology in the Wall Street Journal's Best on the Street Analysts Survey, was selected by Institutional Investor magazine as a member of its All-Star Home-Run Hitters research team and has been a member of the publication's All-America Research team. He consistently had the #1 rating for client service

Dr. Geller was also a television writer for a number of well-known shows: The Cosby Show, Married with Children, and The Facts of Life. Earlier in his career, Dr. Geller was a professor at University of California Berkeley, the University of Michigan, Ann Arbor and Duke University. He was published extensively.

Dr. Geller earned a BA in mathematics from Yale, a Master's in mathematics from U.C. San Diego, and a Ph.D. in computer science from the U.C. Berkeley. Further, he is fluent in French and German. Dr. Geller is a registered representative with the Financial West Group.

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Team



Avi Holchender, MD Vice President

As Vice President at Geller Biopharm, Avi Holchender leverages his experience and education to provide clients with an unparalleled level of industry-specific financial leadership. Dr. Holchender has managed multiple biotech LM&A and advisory and financing engagements since joining Geller Biopharm. He has also formalized strategic partnerships with members of the Paris-based Publicis Healthcare Consulting group, and NYC-based The Frankel Group, two life science consulting firms with expertise in due diligence and global partnerships, to broaden the expertise available to our clients.

Prior to joining Geller Biopharm, was an Associate at the Frankel Group, a boutique management consulting firm in New York City and Cambridge, Massachusetts that has served the life science industry and related segments since 1993.

Dr. Holchender graduated summa cum laude from Yeshiva University with a BA degree in psychology. He earned his MD with distinction from the Albert Einstein College of Medicine.

Dr. Holchender is a registered representative with the Financial West Group.

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Team

Frank Lasaracina Vice President



Frank LaSaracina has over 30 years of relevant business experience and nearly 25 years in biopharma, Mr. LaSaracina assists clients with their business development, and expansion.


Mr. LaSaracina was Managing Director of Speedel Pharmaceuticals, Inc., the US subsidiary of Speedel Holding, the Basel-based biopharma company that was acquired by Novartis at a value of approximately CHF 1.0 billion in October of 2008 (US \$870M).

Mr. LaSaracina has extensive international experience in business development, licensing, strategic planning, and corporate development in the pharmaceutical industry. During his 20 years with Ciba/Novartis he held numerous management positions, first as director of finance in the US and then in various business development positions. In addition, Frank has led complex global project teams in areas of strategic planning, business restructuring and mergers and acquisitions.

Prior to joining Speedel in 2000 as Managing Director of Speedel Pharmaceuticals, Inc., he was vice president with responsibility for marketing, program management, information technology and strategic management while at Hurley Consulting, a contract research organization. Frank is a past trustee of the Oradell Board of Education as well as Newark Beth Israel Hospital and has served as Treasurer of the Biotechnology Council of New Jersey

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Team

Francois Sarkozy, MD

Advisor

Dr. Francois Sarkozy is a Founder and Chairman of Publicis Healthcare Consulting (PHS), a subsidiary of the Publicis Groupe. In December 2010, Francois arranged the sale of AEC Partners, a global healthcare consulting firm, where he was a founder and managing partner, to Publicis Groupe, and created PHS.

After earning multiple degrees, including an MD, DEA and MBA (INSEAD), Francois joined AEC Partners in 2001 and has been the vice chairman of the BioAlliance Pharma Supervisory Board since 2005.

Over a decade, Francois previously held various senior positions in the pharmaceutical industry in France and the US. He served as International Development Director with Roussel-Uclaf, Vice President Global Head of Portfolio & Project Management, CEO of the Centre International de Toxicologie for Hoechst Marion Roussel and Medical Director France for Aventis Pharma.

Earlier in his career, Francois was an house physician in the Respiratory Physiology department of the Paris Public Hospital Authority where he also did his internship (Internat des Hopitaux de Paris) in pediatrics.

Team

Yannick Sabatin, MD PhD

Advisor

Yannick Sabatin is Managing Director of Publicis Healthcare Consulting, the Healthcare strategic consulting branch of the Publicis Group.

Dr. Sabatin started her career in the pharmaceutical industry as a product manager in the hospital field at Boehringer Ingelheim and moved to Bristol Myers Squibb where she held various senior positions.

In her last position, as new products Director, she specialized in Access strategies and New Products launches. She then joined Healthcare specialized consultancy teams at Bossard Consultants, Gemini Consulting, AEC-Partners, and lastly became managing partner at Publicis Healthcare Consulting.

As a consultant, she is particularly involved in innovation strategies and development of new business models for local, European or global headquarters of the Healthcare Industry: access and go to market, patient management, strategic partnerships, new commercial approaches, multichannel strategies.

Team

Barry Frankel

Advisor



Barry Frankel is a founder and a Managing Director of The Frankel Group LLC, a life science strategy consultancy based in New York, NY and Cambridge, MA since its inception in 1993. From 2000 until late 2003, Mr. Frankel was an asset manager and advisor with equity4life, AG, a Zurich-based life science venture capital organization. From 1983 to 1993, Mr. Frankel was the President of SJ Weinstein Associates, a New York based life science marketing strategy and advertising agency. Prior to that time, he held senior marketing and strategic planning positions for Pfizer Pharmaceuticals and was a Senior Research Officer responsible for investment recommendations for Citibank Investment Management Group's \$1 billion invested in the device, diagnostics and specialty pharmaceutical sectors. Mr. Frankel holds a B.S. in Engineering *summa cum laude* from Rutgers University, and an M.B.A in Finance with distinction from The Wharton School of The University of Pennsylvania

Over his professional career, Mr. Frankel has developed significant experience in the life science industry and has served as an advisor in the creation of early-stage R&D and licensing, merger and acquisition strategies in the metabolics, oncology, autoimmune, cardiovascular, anti-infective, hematology, biologic and genetic disease markets. He has also been involved in over 300 product and technology assessments in early-stage biotechnology companies and has completed product commercialization advisory assignments. They included the first enzyme replacement therapies for Gaucher's Disease and Hurler's Disease, the first third generation biologic Factor VIII therapy, and the first immunoassay for HIV. His clients have included Aventis Pharmaceuticals, Bayer, Forest Laboratories, GlaxoSmithKline, Johnson & Johnson, Novartis, Novo Nordisk, Pfizer, Searle and Teva and numerous biotechnology companies. Mr. Frankel currently is a member of the Board of Directors of Synthemed

Team

Marc Tomassi Advisor



Marc Tomassi is a Managing Director of The Frankel Group LLC, a life science strategy consultancy based in New York, NY and Cambridge, MA. He initially joined The Frankel Group as a Consultant in 1995. Marc has managed and advised on a wide range of projects including business franchise development, product marketing strategy, business development, LM&A, clinical development planning, channel strategy, managed care strategy, sales planning & account targeting. Clients have consisted of large and mid-size pharmaceutical, biotechnology, generics, drug delivery, lab/diagnostics and specialty pharmacy/distribution companies. Assignments have encompassed most major therapeutic categories and a wide range of biopharmaceutical & delivery technology classes/platforms, as well a range of R&D and commercial-oriented services. In parallel to his management role in The Frankel Group's consulting practice, Marc has also worked closely with BioDevelopment Ventures, a private equity and drug development company incubator initiative. His roles have included managing the compound sourcing and due diligence efforts, deal structuring & negotiation, organizational & operational development, and fund raising. Prior to BDV, Marc was involved with equity4life (e4l), a Zurich-based private equity fund for which The Frankel Group served an asset management role

Prior to joining The Frankel Group, Marc held management positions in strategic marketing and market research at Empire Blue Cross Blue Shield NY. Prior to that he worked in financial and utilization analysis and medical informatics with Bay State Health Care HMO (merged with Blue Cross Blue Shield of MA). He holds an BA in Political Science from Syracuse University and an MBA from the Carroll School of Management at Boston College

Licensing, Mergers & Acquisitions

Summary

The senior members of Geller Biopharm are personally involved in every stage of the engagement, from the initial meeting to closing dinner.

Based on many years of experience, Geller Biopharm has outstanding capabilities in positioning and presenting companies to increase the receptiveness by the appropriate target audience.

Our team has enormous breadth and depth in its industry contacts with senior executives, heads of business and research development.

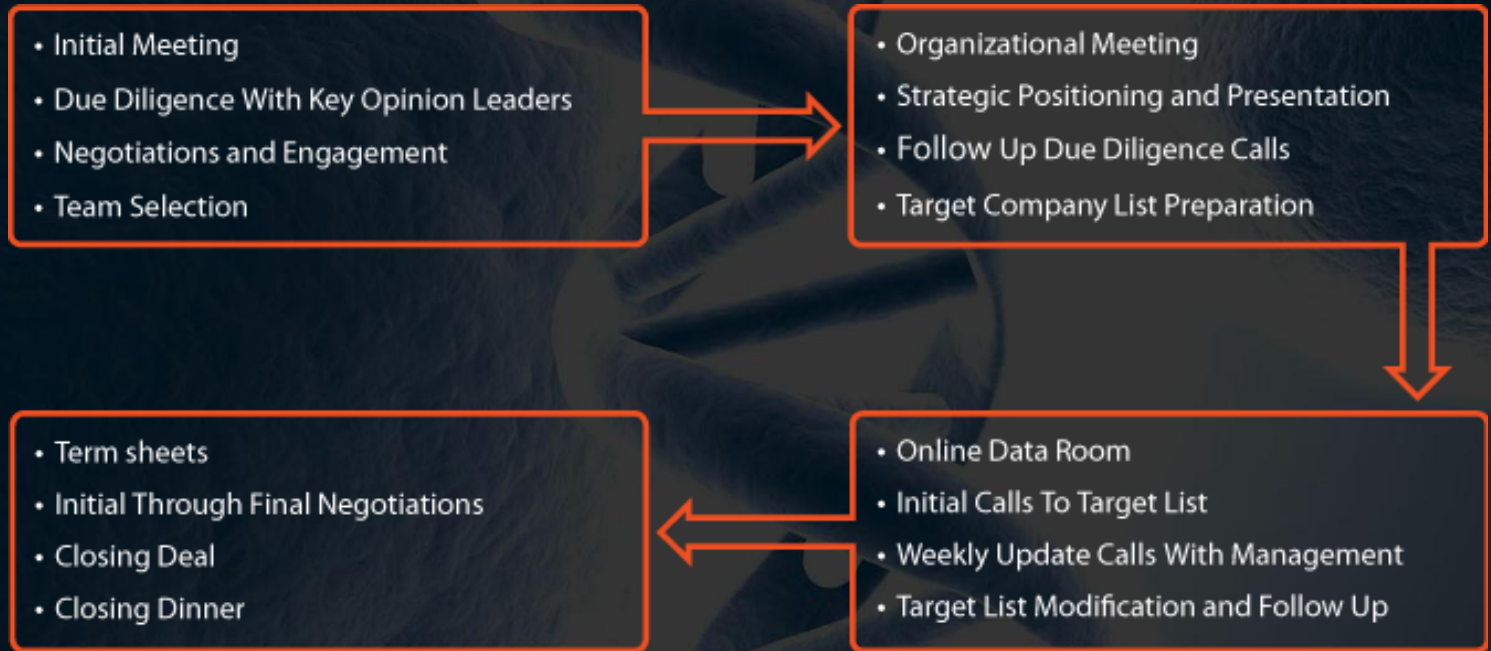
Geller Biopharm's objective is to reach out to a broad array of targets in seeking multiple term sheets to encourage competitive bidding for our clients.

We employ both global and regional LM&A strategies, with strong relationships with European and Asian companies.

Our advisors increase our reach into the global market and add strategic due diligence and market analysis capabilities.

Licensing, Mergers & Acquisitions

Process



Licensing, Mergers & Acquisitions

Additional Strategies

Regional Licenses

Successful strategy that allow companies to retain certain territorial rights to their compounds while providing capital to fund development of lead assets. Asian carve out strategies are popular; Geller Biopharm has strong relationships with both Japanese and Korean companies seeking licenses.

Reverse Mergers

Combine a private company with an exciting product and/or platform with a public company with cash or trading near or below cash. Geller Biopharm has successfully executed reverse merger transactions for its clients and is a viable strategy when the IPO window is closed.

Proprietary In-Licensing

Geller Biopharm, in conjunction with the Frankel Group, offers a proprietary product for systematically identifying and acquiring novel compounds or companies utilizing a comprehensive array of resources.

Senior members of our team work in close conjunction with our clients, to conduct an initial broad scientific and commercial review of targeted therapeutic area(s), and build a list of appropriate companies and products for acquisition.

Leveraging our global relationships, Geller Biopharm helps guide internal due diligence, deal structure and execution with targeted compounds/companies.

Licensing, Mergers & Acquisitions

Case Study: Bellus Health

Overview

Geller Biopharm was retained to outlicense KIIACTA, a Ph III asset for an orphan renal disorder

Initial work entailed

Positioning: focusing on orphan disease and creation of new markets

Presentation: building investor appropriate materials, and supporting marketing studies

Execution

Arranged introductions with 80+ US, EU and Asian pharmaceutical and biotech companies in the orphan, renal, and autoimmune space and brought management team to major US and EU conferences

Secured over 25 CDA's and led potential partners through online data rooms, onsite due diligence sessions and eventual term sheet negotiations with several companies

Brokered unique transaction in which Celtic Therapeutics paid an upfront fee to Bellus, covered all trial and filing costs to bring KIIACTA to the market, with Bellus retaining 50% rights to the product

Financing

Summary

Vast experience in private and public financing, including venture and crossover financings, PIPES, Registered Directs, Secondaries and IPO's.

Long-term personal relationships with a broad array of US and European public and private investors.

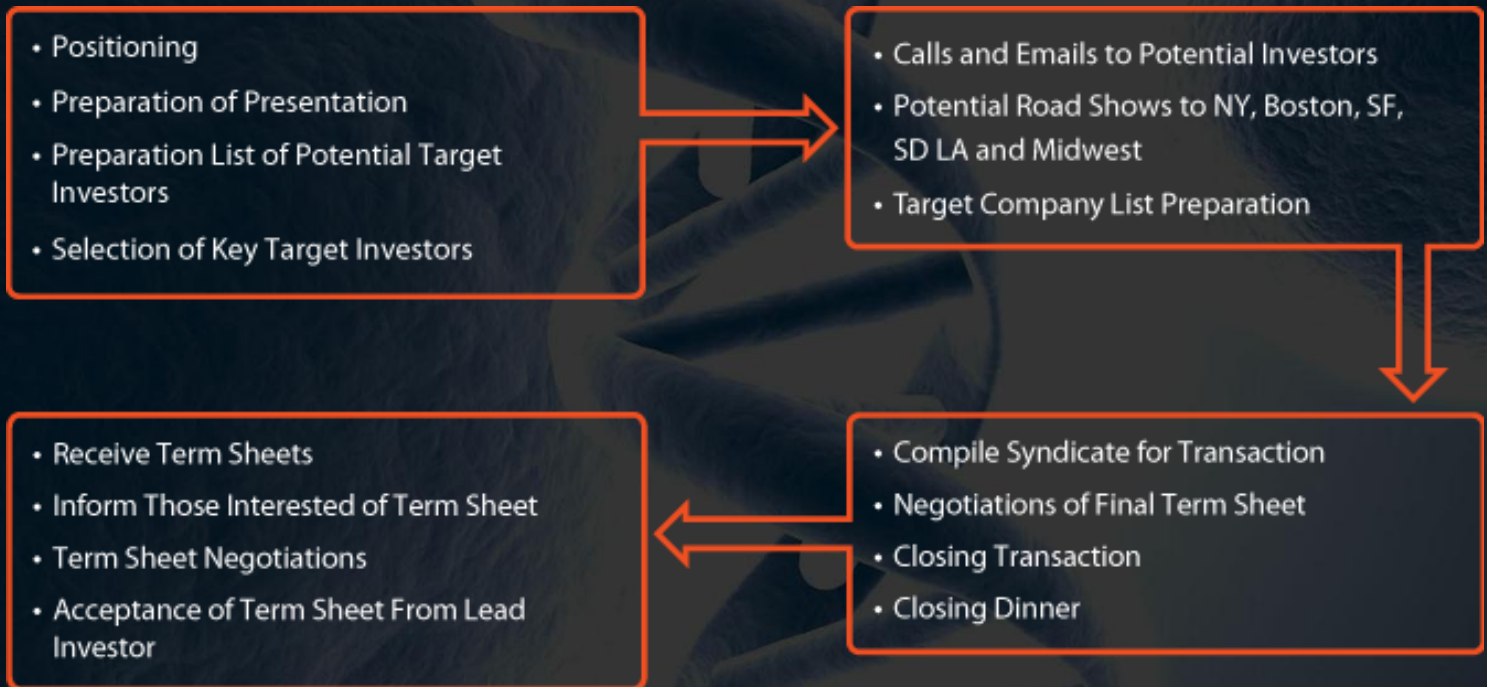
Based on many years of experience, Geller Biopharm has outstanding capabilities in positioning and presenting companies to the investor audience for financing.

The senior members of Geller Biopharm are personally involved in every stage of the engagement, from the initial meeting to closing dinner.

Securities and investment advisory services offered through Financial West Group, member FINRA/SIPC.

Financing

Process



Financing

Case Study: Threshold Pharmaceuticals

Overview

Geller Biopharm was retained to work with Threshold as its advisor in October of 2008, THLD ~ \$0.38/Share

Initial work entailed

Positioning: focusing on breakthrough technology

Presentation: building investor appropriate materials

Execution

Set up non-deal road shows to introduce the story to venture capital groups, buy side and crossover funds, and arranged investor presentations at medical conferences with key opinion leaders and analysts

Acquired multiple term sheets for lead investor and arrived at optimal term sheet


Finalized book of over \$35M in orders, management authorized raise increase to \$35M

Lead investors - Federated Kaufmann, Frazier and Great Point

Closed transaction at \$1.91/Share, a 5X increase in price from initiation of the engagement a year earlier

Transactions


Completed Deals



Bridge Round
Sole Placement Agent
August 2011



Advisor
2011




Advisor
2011




Advisor
2010 - 2011




Advisor
2009 - 2011




Global license to



May 2010



Advisor
2010




Advisor
2010




\$35 Million PIPE
Lead Placement Agent

Advisor
October 2009



Advisor
2009



Advisor
2009



Advisor
2008 - 2009

Navitas Pharma

Sale to



May
2008

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