



KCSA Strategic Communications
420 Fifth Ave., New York, N.Y., 10018
www.kcsa.com

KCSA Strategic Communications is an integrated strategic communications firm specializing in public relations, investor relations and social media. Working across a number of industries, including life sciences, financial services and technology, we focus on achieving results and helping companies to enhance their brand image / awareness in an ever-changing communications and digital world.

KCSA's "One Voice" strategy provides clients with a consistent brand presentation across the spectrum of media – both traditional and emerging social media. Specific expertise includes:

Public Relations

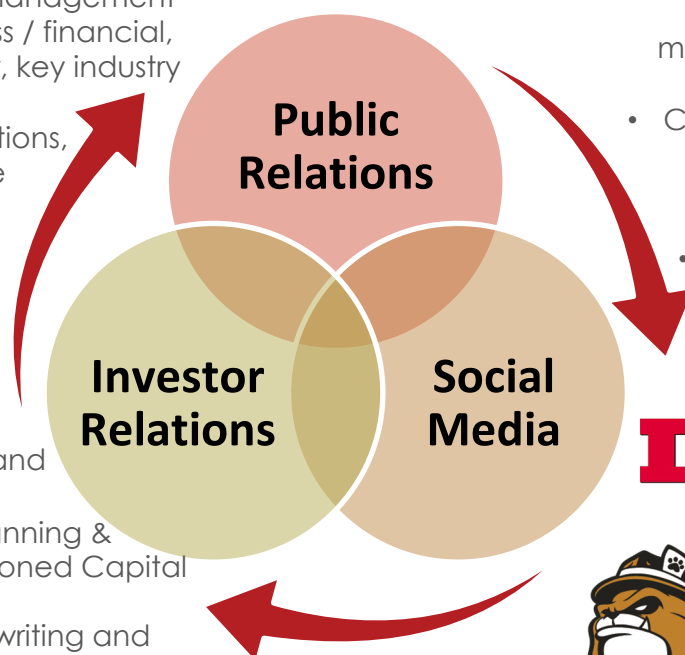
- Brand and reputation management
- Media relations (business / financial, mainstream / consumer, key industry trade, local)
- Creative ideas – promotions, visibility-building – online and in-person
- Awards programs
- Events and speaking platforms

Investor Relations

- Strategic comms planning
- Crisis communications and management
- Non-deal roadshow planning & execution through seasoned Capital Markets team
- Earnings call planning, writing and management
- Press release drafting and dissemination

Social Media

- Strategy and platform mapping, based on audience and messaging
- Campaign development and execution
- Blogger relations and influencer campaigns
- Community management



The Deal

IR
magazine

 **BULLDOG AWARDS**

TOP 25

INDEPENDENT
PR FIRM IN THE COUNTRY

**AWARD-
WINNING**

CREATIVE &
MARKETING
GROUP

TOP 5

IR / FINANCIAL
COMMUNICATIONS FIRM

50
YEARS
OLD

Independent corporate
communications firm specializing in
the integration of public relations,
investor relations and social media

50+ EMPLOYEES

INDEPENDENT AGENCY
OFFICES

New York | Los Angeles | Boston | London



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KCSA Healthcare provides public relations, social media, investor relations and capital markets fundraising support for clinical-stage, pre-commercial / commercial publicly traded / privately funded healthcare, and biotech companies. Today, roughly one-third of our client base is comprised of healthcare companies including, but not limited to, life sciences, medical device, telehealth companies. In addition to achieving strong results for our clients in the key medical and scientific industry trade publications, KCSA has developed the investment theses and corporate narratives for life sciences companies in order to position them as experts and thought leaders within large disease categories across their stakeholder groups.

Case Study: Overhauling Investor Relations Program; Facilitating Fundraising

Situation

- Stemcell client engaged KCSA to assist with introductions to the institutional investment community; goal for financing at higher valuation within the year

Strategies / Tactics

- Overhauled investor relations (IR) program through new messaging strategy to educate market on client's business model
- Secured conference participation
- Arranged non-deal roadshows and 1x1 conference call introductions

Results

- 467 buy-side introductions (with feedback)
- 55 or 12% of buy-side introductions took a 1x1 meeting or call
- An additional 50 or 11% expressed an interest in a 1x1 meeting or call with management in the future
- 105 or 23% took at 1x1 call/meeting or are pending a call/meeting
- Two funds whom KCSA connected with management filed publicly their ownership
- During engagement, management closed on a underwritten equity financing for \$20 million

Sample Clients

Case Study: Executing a Strategic Communications Program To Develop a Corporate Profile

Situation

- Clinical-stage biopharmaceutical company engaged KCSA to develop and execute a targeted communications program highlighting its science and clinical success which helped raise the company's profile amongst key target audiences and acted as a vehicle to support its capital markets activities

Strategies / Tactics

- KCSA successfully launched a two-stage communications program that executed on the following:
 - Stage 1: Comms. plan was primarily geared toward raising the company's profile with the scientific community
 - Stage II: Comms. plan capitalized on the success of our science- and trade-focused comms program to increase the company's profile with top-tier business / finance media

Results

- Established deep relationships with key scientific trades and financial media
- Positioned the CEO as a go-to resource for the media and highlighted the company's unique approach to cancer treatment

Bloomberg



**MIT
Technology
Review**



BeyondSpring
PHARMACEUTICALS



Capricor
Therapeutics

cryoport

Trialjectory



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**OBSERVER
PR-POWER**

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