



Life Science Partnering, Investment & Strategy

Axcelead Drug Discovery Partners Leveraging Digital Solutions & Event Engagement for Strategic Growth



Lunch & Relax
Location: VIP Lounge



Join us for an intimate gathering for invited guests during BIO Europe 2025.

Guests will enjoy a curated selection of authentic Japanese cuisine and beverages, offering both comfort and a cultural touchpoint. After a brief 5-minute welcome greeting from our leadership team, the rest of the time will be dedicated to open networking, idea exchange, and relaxed discussion with peers and potential partners.

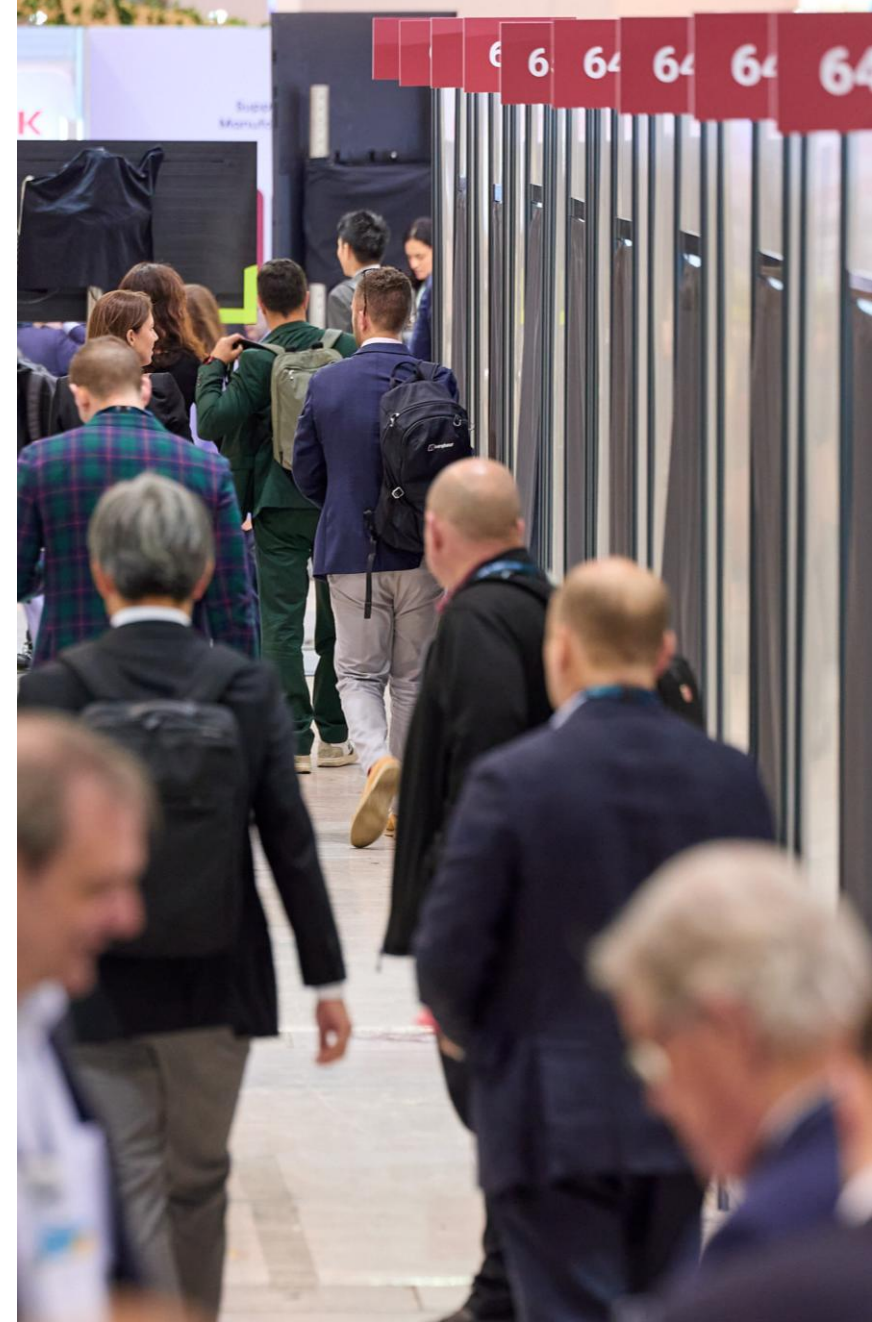


The Challenge

Axcelead Drug Discovery Partners, which took over Takeda's drug discovery platform business in 2017, faced business development challenges despite their scientific expertise. The company had reached the limitations of their internal marketing channels and were experiencing diminishing returns on meeting requests.

They identified three critical business objectives:

1. Market expansion into new territories
2. Enhanced lead generation capabilities
3. Strengthened brand recognition in the pharmaceutical and biotechnology sectors



Our Solution

Axcelead partnered with Informa's specialized partnering solutions team to develop and implement a tailored engagement strategy that leveraged Informa's extensive industry network and reputation in life science partnering.

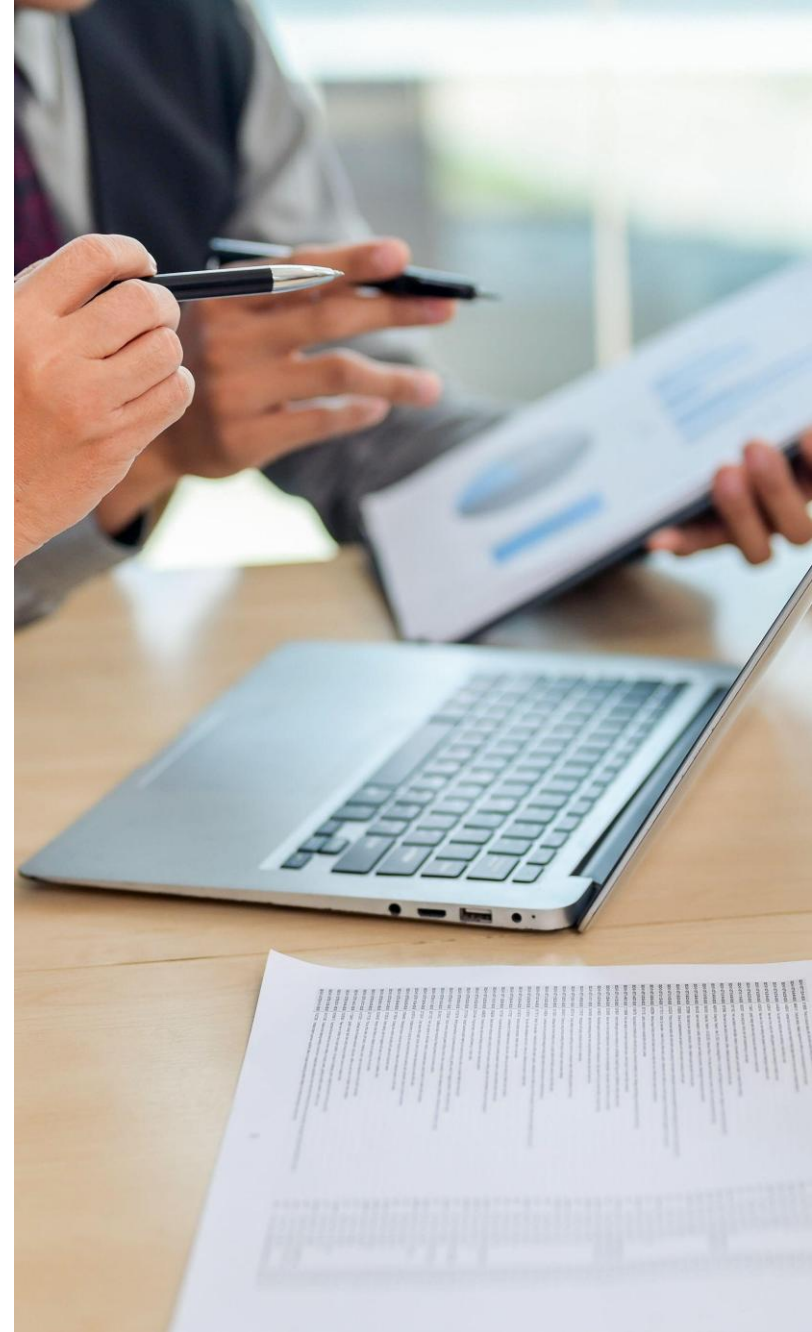
The customized program included:

Targeted webinar series - Delivering thought leadership content to specific audience segments

Precision email campaigns - Reaching pre-qualified prospects in their target markets

Executive networking - Hosting an exclusive invitation-only luncheon at BIO-Europe 2025

Digital platform access - Utilizing *partneringONE plus* for prospect identification



The Results

The integrated approach delivered measurable business outcomes for Axcelead:

- ✓ Precise identification and targeting of high-value prospects
- ✓ Increased acceptance rate for outbound meeting requests*
- ✓ Implementation of segmented lead generation campaigns driving pipeline growth
- ✓ Meaningful engagement with industry key opinion leaders
- ✓ Significant enhancement in brand visibility across target markets
- ✓ 24% invitation acceptance rate for BIO-Europe luncheon and a 77% show-rate. 85% of attendees at senior management level or above.

*comparison of % of outbound meeting requests accepted at BIO-Europe 2024 compared to LSX World Congress 2025



Webinar Key Stats

363 unique registered attendees

54% C-Suite/Senior Leadership/Management

335 companies

53% biotechnology/pharma and **20%** academic/technology transfer companies

42% North American, **25%** European and **30%** Asian attendees

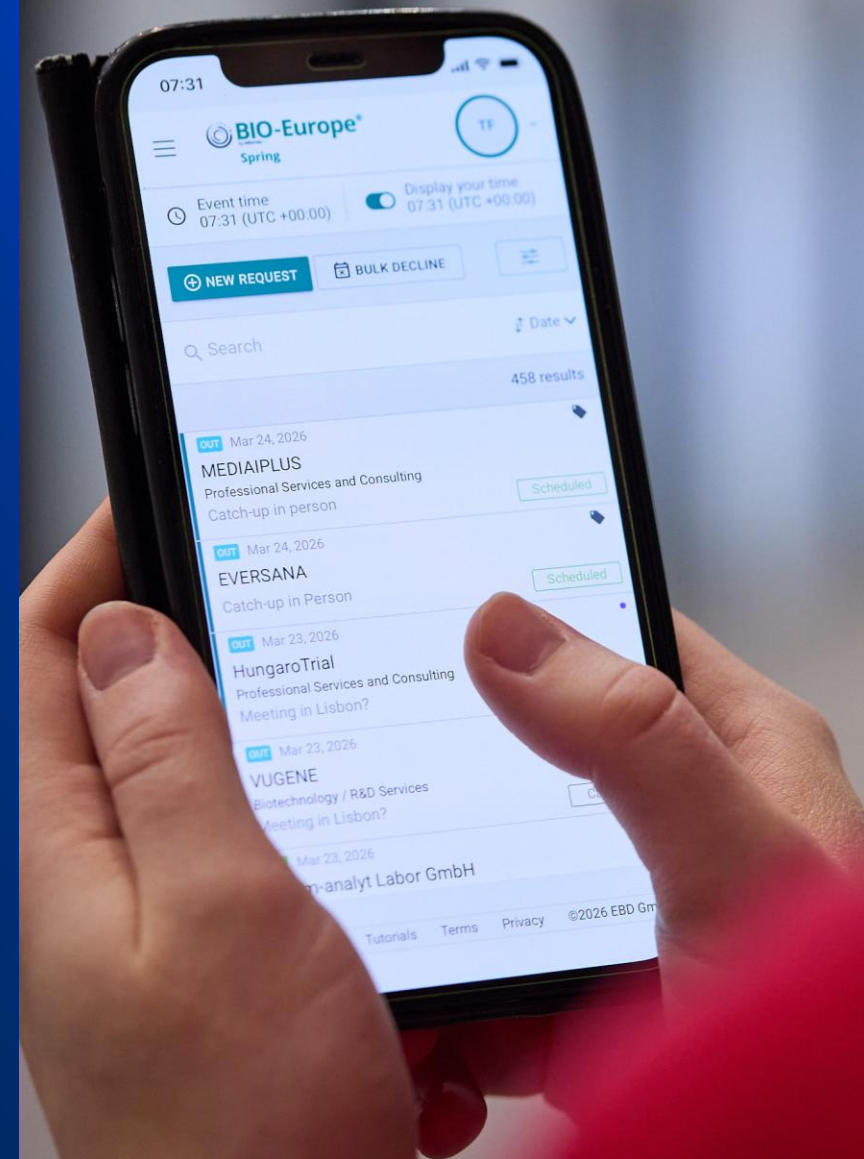


"partneringONE plus is an excellent tool for expanding our network and promoting our services.

Before using it, we struggled to identify and reach out to the right segment of potential clients. With this platform — along with its outstanding helpdesk — I can easily search for prospects based on disease focus, country, and company size.

Finally, by combining with Informa's mail delivery service, we were able to run the email campaign with clearly segmented potential clients."

— Kosuke Doga, Client Partner, Global BD



About Axcelead

Axcelead Drug Discovery Partners delivers integrated discovery services spanning from target validation through IND-enabling studies. Their platform connects all research functions to accelerate pharmaceutical development across multiple therapeutic areas including neuroscience, oncology, cardiovascular, metabolic diseases, immunology, and musculoskeletal disorders. Working with various therapeutic modalities including small molecules, nucleic acids, and antibodies, Axcelead creates valuable drug candidates while optimizing R&D timelines for pharmaceutical industry clients.

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can transform your
business?**

Contact us at
partneringsponsorship@informa.com

