

A 2023 CASE STUDY REPORT

A JOURNEY FROM STEALTH TO SPOTLIGHT:

featuring Amytrx Therapeutics



CASE STUDY

Navigating out of stealth mode as an early-stage pharmaceutical company.



CHALLENGES

- Need for clear messaging
- Broad scope of impact
- Limited public outreach
- Ongoing fundraising efforts

COMPANY POSITION

By early 2022, Amytrx Therapeutics had just recently finalized their first clinical trial determining safety and efficacy of their novel anti-inflammatory therapeutic.

Additionally, recent industry trends pointed to a growing area of opportunity in a variety of other disease areas.

With new proof of concept, clinical data, and potential new focuses for pharmaceutical development, Amytrx Therapeutics was ready to initiate a more public presence.

OBJECTIVES

Design a strategic outreach effort to connect Amytrx Therapeutics with Patients, Foundations, Key Opinion Leaders, Board Members, and Investors. Furthermore, streamline messaging and branding across social channels and website.

SOLUTIONS

Develop trust and credibility by making company information and assets more accessible and easier to digest for a variety of audiences. This included regular updates on public facing content (i.e. website and social channels) and proactive, transparent, and timely communication with key stakeholders, including clinical advisors, patients, regulatory bodies, and the general public. Outreach efforts included a Public Relation Strategy for press releases, featured interviews, and a newsletter to interact with interested parties, in addition to a strategic social and fundraising strategy.

PUBLIC IMPACT



Social Strategy

Objective: *Implement a comprehensive social strategy to educate the public about the potential of peptide therapies and build brand awareness.*

Outcome: By leveraging various social channels, we effectively engaged with new target audiences, creating informative content and fostering discussions around inflammatory diseases. In addition, we generated a quarterly newsletter to connect with foundations, societies, and update investors.

Quarterly newsletter averaging
67% Open Rate
17% Click Rate

TREATING INFLAMMATION AT THE SOURCE
with **AMTX-100**

LEARN MORE

THE POWER OF IMMUNOTHERAPEUTIC PEPTIDES

Introducing the water-based peptide formula **AMTX-100** with the potential to heal skin disorders.

At Amytrx Therapeutics, we take inflammation seriously. Systemic and local inflammation are the underlying cause of many diseases and yet there are no great treatments out there that combine efficacy and long-term tolerability. Many of the current therapeutics on the market have issues of safety. Patients deserve an effective treatment that doesn't cause harmful effects typical of traditional steroids. Fortunately, we are on the cusp of a breakthrough with the healing power of a safe, effective, and easy-to-use peptide cream that help the body heal by downplaying an overactive immune response right at the source.

INTRODUCING **MICHAEL HOWELL, PHD**

KEY OPINION LEADER, **AMYTRX THERAPEUTICS**

"WE ARE REALLY INTERESTED IN WORKING WITH INSTITUTIONS, RESEARCHERS, AND SOCIETIES WHO SEE THE VALUE IN INNOVATIVE ANTI-INFLAMMATORY THERAPEUTICS."

DR. MATTHEW A. GONDA
CEO, **AMYTRX THERAPEUTICS**

Not just another drug.

WHEN INJURED OR INVADDED BY DISEASE, OUR BODIES HAVE THE INNATE RESPONSE TO HEAL AND DEFEND. WHAT IF IT WAS POSSIBLE TO HARNESS THE POWER OF YOUR BODY TO HEAL AND ACCELERATE IT IN A CLINICALLY RELEVANT WAY?

#peptideRx

Increased social channel followers by over 405% in the last year.

Industry Leader Strategy

Objective: *Generate valuable relationships with key opinion leaders in the field, further solidifying Amytrx Therapeutic's expertise and credibility in the pharmaceutical industry.*

Outcome: Publicly announced new partnerships on social channels and with targeted Press Releases, fostering strong collaborative relationships actively expressing their value and contributions.

PUBLIC IMPACT

Fundraising Strategy

Objective: Assess and analyze current fundraising efforts to develop improved and strategic assets.

Outcome: Support executives with an improved story-arc that properly relays company innovation and trajectory with a pleasing branding design and simplified messaging and positioning to address a variety of investment audiences.

AMYTRX THERAPEUTICS
INTRODUCING AMTX-100
A First-in-Class, Leukocyte-Selective, Cell-Penetrating, Anti-inflammatory Peptide

Raised over \$18M

AMYTRX THERAPEUTICS RAISES \$18M FOR NEW AD TREATMENT

Amytrx Therapeutics closed on its final tranche of its Series A capital raise, totaling \$18 million to expand on its clinical research on AMTX-100.

Amytrx Therapeutics closed on its final tranche of its Series A capital raise, totaling \$18 million to expand on its clinical research investigating AMTX-100, a new cell-penetrating immune system modulating peptide therapeutic for topical skin applications, specifically in atopic dermatitis and other dermatologic indications.

"We are counting on success in our Phase 2 in atopic dermatitis clinical trial as we move forward and begin a seamless transition toward our future goals in other immune mediated disorders," says Amytrx Chief Business Officer Randall Riggs, in a news release. "We also see the promise of a new localized treatment for adolescents with a therapeutic that doesn't suppress the immune system like many topical steroids on the market. Instead, we use a normal cellular process to modulate and bring about resolution to symptoms using molecules containing amino acid seq

In its development, AMTX- addressing AD, and other i collaborative opportunities acne, shingles, and herpes

American Journal of Clinical Dermatology (2022) 23:595-603
<https://doi.org/10.1007/s40257-022-00712-0>

LEADING ARTICLE

Open Enrollment Underway for Phase 2b Trial of Topical AMTX-100 CF3 in AD

The trial's primary endpoints include improvement in disease severity, reduction in symptoms, and assessment of treatment safety.

NOW ENROLLING FOR PATIENTS WITH ATOPIC

Amytrx Therapeutics is enrolling mild to moderate atopic dermatitis patients for its Phase 2b clinical trial of a topical formulation of AMTX-100 CF3.

Eligible adults interested in participating or learning more about the trial are encouraged to visit the ClinicalTrials.gov listing # NCT04134000 or visit Amytrx Therapeutics' website at www.amytrx.com.

The Phase 2b clinical trial will continue to build upon a recent trial that has evaluated the safety and efficacy of AMTX-100 CF3 in a larger cohort of adult patients that has shown favorable efficacy in-blind, placebo-controlled study asking 60 participants to generate a y endpoints include improvement safety.

What's New in Topicals for Atopic Dermatitis?

Elana Kleinman^{1,2,3}, Jennifer Laborada^{1,2,4}, Lauren Metterle^{1,2}, Lawrence F. Eichenfeld^{1,2,5}

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Abstract

Atopic dermatitis (AD) is a chronic inflammatory skin condition that can have tremendous impact on quality of life for affected children and adults. First-line therapy for acute management of AD includes topical therapies such as corticosteroids, calcineurin inhibitors, and, more recently, the phosphodiesterase inhibitor crisaborole. Topical agents have remained the mainstay therapy for decades; however, there has been a longstanding need for topical therapies with high efficacy and low risk of adverse effects with long-term use. Given the ongoing advances in understanding the pathogenesis of AD, there are novel targets for pharmacological intervention. We are now in an unprecedented time with more than 40 topical treatments in the pipeline for AD in addition to many developments and treatments on the horizon. This review summarizes selected therapeutic topical agents in later phases of development that target various aspects in the pathogenesis of AD such as Janus kinase inhibition (ruxolitinib and delgocitinib), phosphodiesterase-4 inhibition (roflumilast and difluplast), aryl hydrocarbon modulation (tapinarof), and modulation of the microbiome. We also review novel targeted therapies that are in early phase clinical trials, including AMTX-100, BEN-2293, and PRN473. Preliminary findings on efficacy and tolerability of most of these agents are promising, but further studies are warranted to evaluate the long-term safety and efficacy of these novel agents against the current standard of care.

Public Relations Strategy

Objective: Increase audience size to expand brand awareness to broaden relationships of additional collaborators, research partnerships, interested parties (including patients), and establish credibility as a trusted leader in the industry.

Outcome: Developed a strategic press release calendar that correlated with clinical developments, article publications, and closed investment rounds. In addition, managed relationships with interested media partners to coordinate interviews and news publications.

256.7M

TOTAL POTENTIAL AUDIENCE

412

TOTAL EXACT MATCHES

4

SHARES

7,107

RELEASE VIEWS

178

CLICK-THROUGHS

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