Building Corporate Visibility and Investor Relevance in Oncology

The Challenge

Celex Oncology is an emerging oncology company with a distinctive scientific story and investigational product, operating in a complex and highly competitive life sciences landscape.

The company needed a clearer and more
1 compelling way to communicate its value
externally.

This meant moving beyond technical scientific messaging to build a cohesive corporate narrative that could articulate the significance of its mechanism of action, strengthen recognition across the life sciences sector and increase visibility with potential investors and other influential audiences.

The Solution

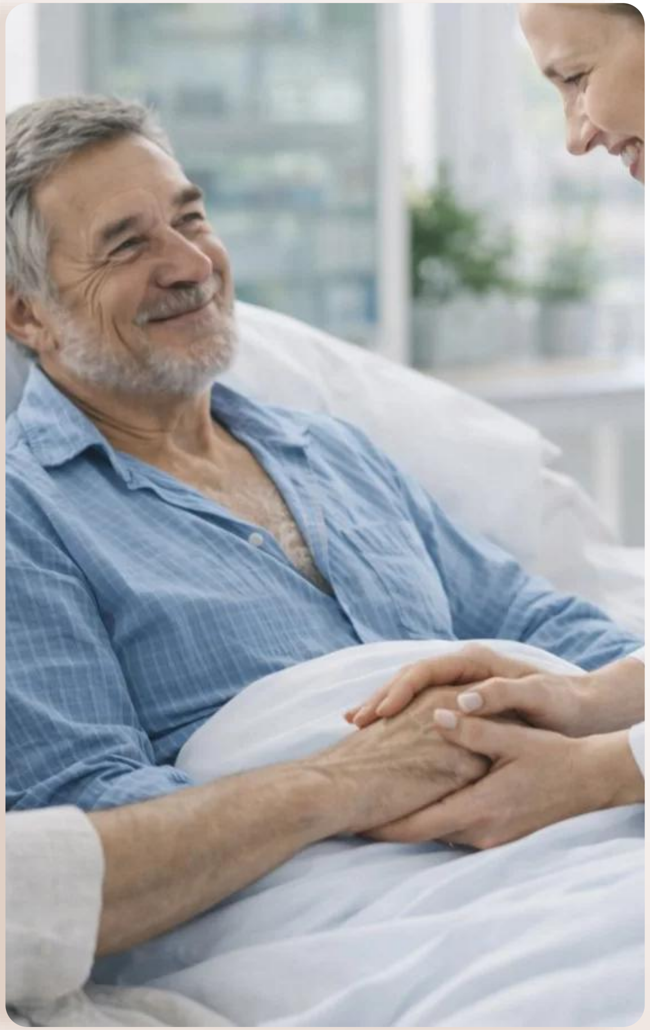
We developed Celex Oncology's corporate narrative, messaging framework and external communications approach, creating a stronger and more cohesive platform for how the company presents its science, ambition and long-term potential to the outside world.

Our work focused on translating a complex scientific proposition into clear, credible and differentiated messaging, helping to build greater understanding of Celex's mechanism of action and investigational product while strengthening the company's wider corporate positioning.

We then activated this narrative through an ongoing corporate communications and targeted PR programme. By identifying relevant industry conversations, developing compelling media angles and building relationships with influential life sciences publications, we have secured several high-quality pieces of trade media coverage.

Together, this work is helping to increase Celex's visibility across the life sciences sector, strengthen recognition of its scientific proposition and build greater awareness among investors and other priority stakeholders.

CELEX Oncology



Over 10

Media placements secured in target earned media (gold tier life sciences publications)

123mn+

Combined reach of media coverage

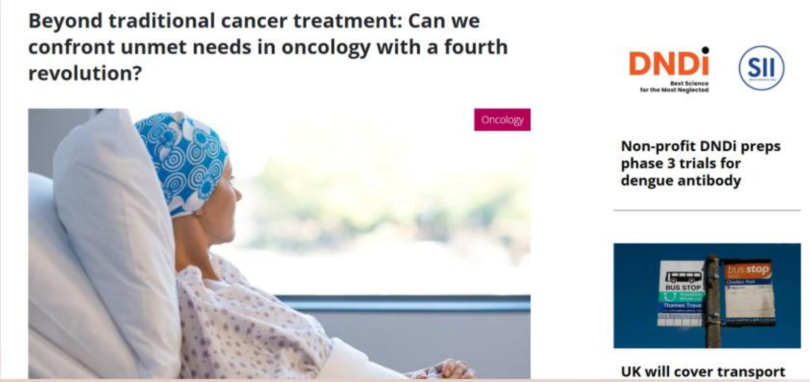
95%

% of coverage including a minimum one key message from our corporate narrative

100%

100% positive or neutral sentiment across all coverage

MD+ Health



Beyond traditional cancer treatment: Can we confront unmet needs in oncology with a fourth revolution?

Oncology

DNDi Best Science for the Most Neglected

SII

Non-profit DNDi preps phase 3 trials for dengue antibody

UK will cover transport

IN VIVO
Strategic Industry Insights

In Vivo >> Commercial Strategy

Celex Oncology Rewires Cancer Treatment

Sep 24 2025 • By Lucie Ellis-Taitt • 3 min read

In the near future, "the US may no longer hold its position as the most important market," says the CEO of a UK-based emerging biotech firm. Today's biotech companies are shifting their growth strategies dramatically – moving away from reliance on a single dominant market.

Mechanism in Cancer Care and Attendance at Bio-Europe Spring 2025

March 17, 2025 | 5 min read

CELEX Oncology

BIO-EUROPE SPRING®

LONDON, March 17, 2025 (GLOBE NEWSWIRE) -- Celex Oncology, a UK biotechnology company founded in 2017 and on the brink of launching the fourth revolution in cancer care, today announced the Celex model and investigative treatment. The treatment* has the potential to control metastatic cancer and block the processes that lead to advanced metastatic disease, which is responsible for approximately 90% of all cancer deaths globally.[1]

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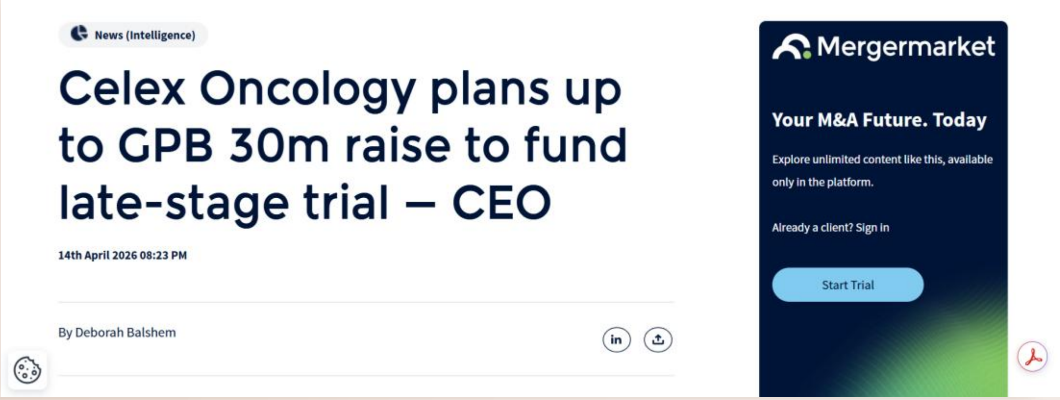
Guest Column | September 23, 2025

3 Ways Biotechs Can Relieve The Burden Of Their First Clinical Trial

By Katia Schlienger, MD, Ph.D., chief medical officer, Celex Oncology Innovations, Ltd.

Small biotech companies face significant challenges when advancing new drugs from early development into clinical trials, especially in oncology. While they often partner with CROs for Phase 1/2, first-in-human, Phase 2b/3, or RWE studies, this approach is not ideal as biotechs, which must ensure patient safety first, have to establish a parallel internal framework to oversee the CRO (biotechs retain full regulatory responsibility when working with CROs).

This oversight demands substantial internal expertise and a significant expansion of their organization to address additional governance structures. Specifically, small biotechs lack the infrastructure to oversee CRO-run trials, requiring the hiring of new teams for project management, operations, quality control, regulatory compliance, safety monitoring, biomarker strategy, analytics, and clinical site management - functions larger pharmaceutical companies typically manage in-house. Furthermore, managing multiple vendors, ensuring data integrity across different systems, navigating fragmented trials, and coordinating with external oversight bodies, such as data and safety monitoring boards (DSMBs), all add considerable complexity and inefficiency.



News (Intelligence)

Celex Oncology plans up to GPB 30m raise to fund late-stage trial – CEO

14th April 2026 08:23 PM

By Deborah Balshem

PINK SHEET
Regulatory News & Insights

Pink Sheet >> Legislation >> EU Regulatory Reform

EU Pharma Reform: Lawyers Unpack Diverging Visions For Innovation

Jun 23 2025 • By Eliza Slawther • 5 min read

There are now three draft versions of the legislative text that will overhaul the framework governing pharmaceuticals in the EU. Lawyers explain how the approaches proposed by the European Commission, European Parliament and Council of the EU differ and highlight implications for industry.

Partnering with MD Health has been one of the most important strategic decisions for Celex Oncology.

From the beginning, the team brought strong expertise in healthcare and biotech communications to the table. MD Health integrates seamlessly with our team and feels more like an internal function.

They show a genuine interest in understanding our science, our goals, and the environment in which we operate.

Their media relations and corporate communications support have been instrumental in helping us gain visibility and attract attention from investors and key stakeholders.

The team is proactive, engaged, and consistently brings smart, strategic thinking to the table.

Carsten Faltum, Chief Executive Officer
Celex Oncology