

Pathways To Revenue

Benitec Biopharma's Chief Business Officer Outlines Benitec's "Pathways to Revenue" Strategy

Benitec Biopharma's newly appointed CBO, Mr. Carl Stubbings, provides an overview of the strategic commercialisation direction in which he will lead Benitec Biopharma.

"Our objective is to obtain a competitive and appropriate return on investment for all BLT stakeholders. Clearly for this to happen, we have to have, what Peter French (Benitec's CEO) and I refer to as "Pathways to Revenue." The principal pathway is to license one or more of our programs to a suitable commercialisation partner (most likely a Pharma Company)."

The Commercialization strategy has three major components:

1. Promote the Company and ddRNAi technology, for appropriate treatment indications, as broadly as possible – creating increased awareness of ddRNAi and its major benefits. The principal targets of this activity are investors and commercialisation partners (sometimes they are the same). The following are examples of activities that Benitec is undertaking to achieve this objective:
 - a. Participating in/attending conferences and seminars that are relevant to our programs - wherever possible submitting Posters, Oral Presentations and similar scientifically driven publications. Benitec has prepared a deep PR calendar that is regularly reviewed and updated depending on the company's focus.
 - b. Website optimization – Benitec is implementing changes to the website that create more queries and optimise searches. As an example, the Company is developing a "Resources" section on the webpage where we will posting every relevant "White Paper", publication, power point presentation, etc. that has recently developed – again with a view to optimizing search traffic and raising our overall profile within the industry
 - c. Developing a list of "qualified" possible partners (this is a major activity) and attempting to build relationships with those partners.
 - d. Preparing information packs on each of the programs to communicate the benefits of the application to potential industry partners.
2. Develop a revenue model for each of the programs so that we have an understanding/expectation of what competitive valuations Benitec can expect when licensing agreements are executed.
3. Continue to drive each of the programs towards the clinic. Advancing the treatments through preclinical stages towards and into clinical trials does two critical things:
 - a. Provides positive data which all potential partners ask for; standardly, most Pharma companies will not sign CDAs at early stages of discussions, therefore data needs to be in the public domain which means it has been through a scientific peer review process. That requires significant time and resources to derive and confirm robust scientific data. This has been Benitec Biopharma's major focus over the last 12 months. Whilst there has not been a lot of visibility of this to date, behind the scenes the eminent scientists leading the various programs have been working hard in assembling impressive and a meticulous data set, which will enable Benitec to engage the interest of potential partners. It is expected that this data will start to be made available in the next few months.
 - b. The further along the clinical trial process Benitec is able to take its programs (assuming the data remains positive) the more value is created when licensing is undertaken, which also lowers the risk for potential partners.

"I am extremely confident that our technology has real potential to provide novel and significant therapeutic solutions to major worldwide health issues. It is a matter of rigorously compiling pre-clinical and clinical data and preparing the ground so that when the compelling data is available, we have a number of interested parties ready to deal. The "Pathway to Revenue" is well defined for each program, and a great start has been made in developing the programs towards the clinic and raising awareness in the industry. I am very optimistic for the future", Mr. Stubbings said.