

Mont-Saint-Guibert
Thursday, April 2nd, 2020

PROMETHERA[®] PRESENTS NEW BRAND IDENTITY AND RELAUNCHES INTERNATIONAL GROUP WEBSITE

**TRANSFORMATIONAL YEAR 2020 REFLECTED IN NEW BOLD DESIGN, PROMETHERA[®]
NEW WEBSITE PROVIDES A NEW UNIVERSAL PLATFORM FOR GLOBAL
COMMUNICATION NEEDS OF THE COMPANY.**

Promethera[®] Biosciences SA, global innovator in cell-based medicines and liver diseases, today announced a new corporate brand strategy and website to accurately reflect Promethera[®]'s identity.

*"Promethera[®] has grown significantly for over a decade and this brand relaunch captures this productive transformation," said **Alexandra Schiettekatte, Global Senior Director Communications of the Promethera[®] Group.** "The new website employs an international structure and showcases the company's global presence. It is important to us that our brand identity correctly reflects Promethera[®] as it is today and sets the stage for the next chapter of our company's development."*

Our website was updated to promote Promethera[®]'s new brand identity and demonstrate the company's core values. We encourage everyone to explore the revamped website at www.promethera.com.

ABOUT PROMETHERA[®] BIOSCIENCES SA (PROMETHERA[®] GROUP)

Promethera[®] Biosciences is a global innovator in liver therapeutics whose mission is to bring patients life-saving treatments to reduce the need for liver transplantation. The Company has developed its cell therapy technologies by using allogeneic stem and progenitor liver cells. Promethera[®]'s lead clinical program, derived from its patented cell technology platform HepaStem™, is designed to benefit from its immune-modulatory and anti-fibrotic properties. The Company has strengthened its development portfolio by developing antibody technologies, such as the anti-TNF-R1 antibody Atrosimab to complement its therapeutics options. Promethera[®]'s team is composed of international experts operating in Belgium, USA, Japan & Switzerland.

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