



## **THERADIAG rewarded as part of the Worldwide Innovation Challenge launched by the French Government**

### ***The microRNA personalized medicine project in rectal cancer “miCRA” to receive financial support from the French Public Investment Bank***

**Croissy-Beaubourg and Montpellier**, March 24 2014 – Theradiag (ISIN: FR0004197747, Ticker: ALTER), a company specializing in theranostics and *in vitro* diagnostics, announces that its microRNA projet miCRA (Circulating microRNAs in Advanced Rectal Cancer) is one of the winning projects of the Worldwide Innovation Challenge launched by the French Government, based on the 7 goals defined by the Innovation 2030 Commission chaired by Anne Lauvergeon. 58 projects were rewarded among over 600 applicants. Winners were announced by the Prime Minister of France and will receive R&D grants from the French Public Investment Bank to finance the start-up phase of their project.

The goal of the Worldwide Innovation Challenge is to identify projects offering “a breakthrough innovation with significant implications for the French economy” and meeting one of the 7 ambitions of the Innovation 2030 Commission. The jury of the challenge, made of representatives from the Commission, the Ministry for Industrial Renewal, the Ministry of the Economy and the French Public Investment Bank, selected the winners based on the main following criteria: level of breakthrough of the innovation; scientific and/or technical feasibility, potential economic benefits of the project and ability of the applicant to successfully carry out the project.

Theradiag’s “miCRA” project was selected for its relevance to the 5<sup>th</sup> ambition of the Innovation Commission on “personalized therapeutic medicine”. The miCRA projects sets to develop a simple, reliable, fast and non-invasive theranostics solution for early prediction of response to chemoradiotherapy and anticipation of metastatic recurrences in rectal cancer, based on the identification of a specific microRNA signature in patients. miCRA is a joint project of Theradiag and the Cancer Institute of Montpellier (ICM).

*“We are proud to be one of the winners of this national challenge. It is not only an important reward for our R&D teams and our partner ICM, but also a strong recognition by the French government of the potential of microRNAs in the expansion of personalized medicine. Theradiag is the only company in France with a microRNA platform for applied research. No reliable marker has been developed so far in rectal cancer, which could help clinicians in their diagnosis and treatment decisions. Such markers could tremendously increase the likelihood of remission of rectal cancer patients”* concludes Michel Finance, the CEO of Theradiag.

#### **About the Worldwide Innovation Challenge**

The French government initiated the Worldwide Innovation Challenge to foster talent and bring out future champions of the French economy. It will accomplish this by identifying and providing support for the growth of both French and foreign entrepreneurs whose innovation projects have significant implications for the French economy. As part of the Invest for the Future Program, and with support from the Public Investment Bank, the French government will allocate €300 million to co-finance innovative projects that comply with the seven goals defined by the Innovation 2030 Commission



chaired by Anne Lauvergeon. The Commission identified seven goals based on pressing social concerns. These goals can be seen as seven critical pillars to put France on the road to long-term prosperity and employment. More information at <http://www.innovation2030.org/en/>

#### **About ICM**

Created in 1923, the Regional Cancer Institute of Montpellier (ICM) is now recognized as of the leading national centers for cancer patient care, as well as the reference regional center for cancer patients in the Languedoc Roussillon area (with over 40 000 consults and 26 000 patients treated per year). The ICM is part of the 18 Cancer Centers (CLCC) of the UNICANCER group, the first hospital group fully dedicated to cancerology with over 900 employees including 105 doctors, 11 research teams and 140 researchers. The ICM is one of 8 research centers in France to have received the Integrated Research Center of Cancer (SIRIC) mark, as well as one of France's leading research CLCCs (clinical, fundamental and translational research).

#### **About Theradiag**

Capitalizing on its expertise in the distribution, development and manufacturing of in vitro diagnostic tests, Theradiag innovates and develops theranostics tests (combining treatment and diagnosis) that measure the efficiency of biotherapies in the treatment of autoimmune diseases, cancer and AIDS. Theradiag notably markets the Lisa-Tracker range (CE marked), which is a comprehensive multiparameter theranostic solution for patients with autoimmune diseases treated with biotherapies. With its subsidiary Prestizia, Theradiag is developing new biomarkers based on microRNAs for the diagnosis and monitoring of HIV/AIDS and rectal cancer. Theradiag is thus participating in the development of "customized treatment", which favors the individualization of treatments, the evaluation of their efficacy and the prevention of drug resistance. The Company is based in Marne-la-Vallée, near Paris, and in Montpellier, and has over 60 employees.

For more information about Theradiag, please visit our website: [www.theradiag.com](http://www.theradiag.com)



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