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SAMPLE QUALITATIVE PRESS RELEASE

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SAMPLE QUALITATIVE PRESS RELEASE

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[DATE]

[CompanyName] announces that phase [ ] trial of compound X for [DiseaseName] met/did not meet [ ] endpoint(s)

QUALITATIVE (allowed): [CompanyName] ([StockExchange info]) announced today that its Phase [ ] clinical trial of compound X met its [ ] endpoint(s) of [overall survival/progression-free survival, etc.] for patients with [DiseaseName], when compared with patients receiving a placebo. Further results will be presented at the [Name of ESMO event, i.e. *the ESMO XXXX Congress in CITY, COUNTRY, DAY MONTH YEAR).*

QUANTITATIVE (not allowed): [CompanyName] ([StockExchange info]) announced today that its Phase [ ] clinical trial of compound X met its [ ] endpoint(s) of [overall survival/progression-free survival, etc.] for patients with [DiseaseName], when compared with patients receiving a placebo. In the trial, [No. of] patients were randomised to either the treatment arm, receiving xx mg. of compound X every week, or the placebo arm. Overall survival for the treatment arm was xx%, compared with xx% for the placebo arm.

QUALITATIVE (allowed): "[CompanyName] is pleased to report that compound X has shown significant results in the treatment of this difficult cancer," said [Name], [position, affiliation]. "We are deeply appreciative of the cancer patients and clinical investigators and who participated in this trial, and look forward to presenting full/final/complete results at [Name of ESMO event, i.e. *the ESMO XXXX Congress in CITY, COUNTRY, DAY MONTH YEAR)."*

QUANTITATIVE (not allowed): "[CompanyName] is thrilled to report that compound X has shown significant results in the treatment of this difficult cancer," said [Name], [position, affiliation]. "The statistically significant xx% difference in [overall survival/progression-free survival, etc.] between the treatment and placebo arms is promising news for patients, and will likely change the standard of care."

About the compound X trial

QUALITATIVE (allowed): In this [national/international/multi-center, etc], phase [ ], randomised, placebo-controlled trial, more than xxxx patients with [DiseaseName] who had (no) prior therapy were randomised to receive either compound X or a placebo. The trial's objective was to determine [overall survival/progression-free survival, etc.] between the compound X and placebo arms.

QUANTITATIVE (not allowed): In the trial, [exact number of] patients were randomized to either the treatment arm, receiving xx mg. of compound X every week, or the placebo arm. [Overall survival/progression-free survival, etc.] for the treatment arm was xx%, compared with xx% for the placebo arm. There were no considerable differences regarding side effects between the treatment and placebo arms. The most serious side effects were [1, 2, 3, etc.])

About [CompanyName]

[CompanyName boilerplate]

Forward Looking Statements

[CompanyName boilerplate]

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