

10 August 2015

Strategia Therapeutics Announces New Website Launch

BOSTON—(BUSINESS WIRE) – Strategia Therapeutics Inc. (Strategia) today announced the launch of a new, redesigned version of its website, www.strategiatx.com. The new Strategia site offers a clearer and more attractive design, easy-to-navigate functionality, and a content-rich site experience with various updated information such as its mission, patient-centric approach, global team approach, team members and capabilities of Strategia, Medical Advisory Board (MAB), featured program, and Tapboost® technology written in both English and Japanese.

"We are excited about our new website launch and the robust information it provides for clients, investors, partners, and media to better understand Strategia, says President and CEO Keizo Koya, Ph.D. "The new website and brand refresh are more closely aligned with the company's strategic vision for growth and expansion over the next decade, and beyond. Strategia's vision is to change the existing drug research and development paradigm. By creating a nimble approach to drug development, the pharmaceutical R&D team produced by Strategia can reduce overall costs and time to market, thereby making new, affordable drugs available to patients whose medical needs would otherwise be unmet."

"It is a great pleasure to collaborate with Strategia to create a new designed Website," says Diane Fassino, President of Fassino/Design. "The team members and their innovative approach to dramatically improving current pharmaceutical R&D for patients are amazingly inspiring. The new website hopefully helps excellent people in the world to share their values and partner with Strategia's team to develop new effective drugs for patients in need. Strategia's new logo is a direct representation of their team approach as well as their vision of a brighter future."

Strategia's approach is a dramatic break from existing R&D models. Instead of using one vertical organization to create many different drugs, Strategia pulls together customized global project teams for each new therapeutic agent under development. These teams, which Strategia manages, are made up of partners with specific expertise relevant to a certain drug or medical condition.

"We place drug development strategy first," says Koya. "This approach streamlines existing research and development extensively, and it lets Strategia create new, effective therapeutics faster and more efficiently than ever before," he adds. "Our primary goal is positively impacting patient health—so our success is measured by how quickly and effectively we make new drugs accessible to those patients," he says.

The new www.strategiatx.com allows for more potential partners and clients to easily understand innovative approach of the new global pharmaceutical R&D to successfully and efficiently develop new pharmaceutical drugs for patients in need.



Strategia
THERAPEUTICS

StrategiaTx.com

About Strategia Therapeutics, Inc. (Strategia)

Strategia is an innovative pharmaceutical R&D company with experience in developing, managing and optimizing global drug development programs. Its mission is to create a new model for collaborative drug development by bringing together small, global expert teams, each of which has expertise specific to a single drug. By focusing its efforts in this way, Strategia rapidly and successfully moves each project forward to completion while keeping internal infrastructure small and streamlined.

Contact:

Strategia Therapeutics, Inc.

+1-781-761-0123 (office)

Contact@StrategiaTx.com (email)

<http://www.StrategiaTx.com> (website)