



Case Study: Chinese Vaccine Company

Background

In spite of growing sales revenues and a strong product pipeline, this Chinese vaccine company suffered from decreasing valuations and a volatile stock price.

Solution

- Wrote a business plan and corporate operating procedures relevant to the Chinese business market and convincing to western investors;
- Developed an investor relations strategy that capitalized on the Company's unique strengths;
- Attracted investors focused on China and the healthcare industry;
- Improved the Company's transparency and communicate realistic expectations to build trust with investors;
- Followed through with personal appearances to the investment community to continue building awareness in the Company and its reputation.

Results in Five Months

- Increased the Company's market capitalization from less than \$65 million to over \$200 million;
- Increased the stock price from \$1.97 to \$6.15 (~ %300);
- Brought in over \$65 million in private placement offers;
- Increased the investor base by approximately 30%;
- Brought in three large institutional firms to invest in the Company.



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