



## PRESS RELEASE

### SimuGen Announces the Appointment of Dr Brian O’Keeffe as CEO

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SimuGen, a pharmacogenomics company focused on predicting human toxicity early on in drug development, today announced the appointment of Dr Brian O’Keeffe as Chief Executive Officer.

“Following the expansion of the company into Asia, we are delighted that Brian is joining SimuGen’s management team and Board of Directors to lead the company to the next level,” said Matthijs van Leeuwen, Co-founder & COO of SimuGen. "Brian’s vast management and leadership experience in both large pharmaceutical companies and a world leading CRO is ideally suited to further the development and marketing of SimuGen’s innovative pharmacogenomics products.

Brian brings more than 20 years of experience in research programme management in developing and testing pharmaceuticals as well as considerable international business experience and government-sponsored clinical research in the United States. Formerly the regional medical director for Bayer Group in Asia, Brian was responsible for establishing a medical research and development organisation and incorporating key Asian countries into many of the company’s new drug development programmes. Brian also served as president of Asia-Pacific business for Quintiles Transnational in Singapore, a large contract research organisation. Before becoming SimuGen’s CEO, Brian was the Senior Vice President at the Malaysian Biotechnology Corporation.

Dr Brian O’Keeffe commented “My appointment as CEO of SimuGen Asia Sdn Bhd is both an honour and a unique opportunity for me to help transform the company by the rapid introduction and market penetration SimuGen’s exciting new products. We will need to move quickly in this rapidly evolving area of drug development if we are to optimise the value of our important new products. The whole area of ADME and predictive toxicology is set to grow exponentially as the pharmaceutical industry explores new and innovative methods of improving quality yet reducing time and cost in the early stage development process. Through the management of these key drivers, SimuGen will significantly enhance our customers’ ability to select the most attractive candidates to bring forward into the clinic”.

#### About SimuGen

SimuGen is a venture-backed pharmacogenomics company focused on predicting human toxicity early on in drug development. The company combines groundbreaking human cell and genomic modelling to produce high throughput screens for use alongside other early ADME testing. SimuGen's software explicitly answers three important questions that guide decisions around a lead compound:

1. what toxicities does it produce?

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**SimuGen**  
intuitive genomics

2. how toxic is it?
3. what could be done to make it less toxic?

The flagship product will predict a wide spectrum of human liver safety concerns, a leading problem stifling drug innovation. However, the basic approach can assess multiple-organ toxicities. SimuGen's goal is to meet a major market gap that is not adequately addressed by current toxicogenomics – to accurately predict toxicity in the early stages of drug discovery/development.

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