



**FOR IMMEDIATE RELEASE**

**ARIANA PHARMA JOINS THE WIN CONSORTIUM AS OFFICIAL TECHNOLOGY PARTNER**

**Leader in clinical big data analytics collaborates with global stakeholders in personalized cancer medicine**

**Partnership to accelerate translation of personalized medicine discoveries into widely available new standards of care for all cancer patients**

*Paris, France, and Cambridge, Massachusetts USA, 29 October 2014* – Ariana Pharma, developer of innovative clinical data analysis and diagnostic solutions for the healthcare sector, today announced it has joined the WIN Consortium as an official technology partner. The Consortium (**Worldwide Innovative Networking in personalized cancer medicine**) is a global collaboration of 40 leading organizations whose aim is to develop more effective cancer diagnostics and therapeutics, shorten clinical trial timelines and reduce the overall cost of cancer care.

The new WIN/Ariana partnership is expected to accelerate the translation of personalized medicine discoveries into widely available new standards of care for all cancer patients, leading to significantly improved clinical outcomes and a higher quality of life for cancer patients.

As a technology partner of the WIN Consortium, Ariana will have early access to the latest research, key opinion leaders, leading academic groups and personalized medicine clinical trials. Ariana uses OncoKEM<sup>®</sup>, a proprietary clinical decision support platform for personalized medicine, to transform big data into better therapeutic decisions for cancer patients.

**Ariana Pharma Founder and Chief Executive Officer Dr. Mohammad Afshar** said: “We are delighted to be an official technology partner of the WIN Consortium where we can continue to leverage our expertise in patient stratification, multi-marker diagnostic optimization and data mining to transform complex clinical data into actionable information. Our expanded access to the leading global stakeholders in personalized medicine will allow us to test new hypotheses, to enhance interaction to yield valuable feedback and thus accelerate the development process and commercialisation of these critical new services for the global cancer community.”

“We are delighted to welcome Ariana Pharma in our consortium. Ariana Pharma provides outstanding computational skills enabling the translation of academic projects into commercial tools to support the therapeutic decision for cancer patients,” said **Dr. John Mendelsohn, Chairman of the WIN Consortium**.



WIN is recognized for pioneering the evolution of next-generation clinical trials, which test personalized treatment selection strategies rather than single drugs. These strategies are driven by algorithms that match targeted therapies or combination therapies to individual tumor biological profiles based on diagnostic analysis of genomic data and other information.

In 2013 the WIN Consortium chose Ariana Pharma to develop and globally commercialize groundbreaking decision support software in WIN's WINTHER trial, the first state of the art clinical trial in personalized cancer medicine to help clinicians choose the best therapies for cancer patients. Ariana retains exclusive global rights to commercialize software and algorithms validated by the WINTHER clinical trial through Ariana's OncoKEM<sup>®</sup> platform.

### **About Ariana Pharma**

Ariana Pharma develops innovative clinical data analysis and diagnostic testing solutions to help the healthcare sector better adapt patient treatments to individual biological characteristics. Ariana Pharma's KEM<sup>®</sup> technology enables personalization of therapies, improves the efficacy and safety of patient treatment, reduces risks and drug development costs, and accelerates time to market. KEM<sup>®</sup> is the only FDA tested technology that systematically explores combinations of biomarkers, producing more effective biomarker signatures for personalized medicine. Founded in 2003 as a spin-off of the Institut Pasteur, Paris, France, the company opened a subsidiary in the United States in 2012. For more information, please visit [www.arianapharma.com](http://www.arianapharma.com)

### **About the WIN Consortium**

Founded in 2010, WIN is an initiative from the Institut Gustave Roussy (France) and University of Texas MD Anderson cancer center (USA). WIN is unique structurally in that it brings together organizations from academia, business and not-for-profits to focus on translating the latest advances in personalized cancer medicine into the standard of care. WIN is built on the recognition that all stakeholders in personalized cancer therapy must collaborate and share information, in order to effectively bring the latest innovations in personalized cancer care to the patient. WIN is a non-profit organization formed by 40 renowned members: Academic cancer centres (*25 centres in 16 countries*), companies (*Blue Cross Blue Shield, Agilent Technologies, GE Healthcare, Oracle Health Services, Foundation Medicine, Millennium Takeda, AstraZeneca and Pfizer*), non-profit organizations such as EORTC, Fondation ARC and Sage Bionetworks. WIN organizes an annual symposium in Paris dedicated to personalized medicine. For further information, please visit [www.winconsortium.org](http://www.winconsortium.org) and [www.winsymposium.org](http://www.winsymposium.org)

### **CONTACTS**

#### **Ariana Pharma**

Mohammad Afshar, CEO and Founder  
Office : +33 (0) 1 44 37 17 00  
[m.afshar@arianapharma.com](mailto:m.afshar@arianapharma.com)

#### **Media - Europe**

Nick Miles  
Cabinet Privé de Conseils  
Office : +41 (0) 22 321 45 40  
Mobile : +41 (0) 79 678 76 26  
[miles@cpc-pr.com](mailto:miles@cpc-pr.com)



**Media - USA**

Ted Agne  
Communications Strategy Group  
Office : +1781 631 3117  
Mobile : +1781 888 0099  
UK mobile : +44 (0)771 726 4251  
[edagne@comstratgroup.com](mailto:edagne@comstratgroup.com)