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## Positioning Korean Biotech on the Global Stage

Syneos Health & Treehill Partners

**Presentation & Networking Event at BIO International Convention**

**Sunday, June 4, 2023, 5:00-7:00pm**

**Omni Boston Hotel at the Seaport, Modern Room**

**450 Summer Street, Boston, MA 02210**

Soft Drinks, Beer and Wine, and Finger Food Provided

**RSVP Today** <https://cvent.me/dbYgID>

# Introduction

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- We believe Korea is currently the richest source globally of world class science
- We have observed that the primary strategy of Korean companies seeking entry to the US market is through out-licensing Korean assets to US players
- However, there prevails a challenging financing environment, low valuations being offered in licensing terms and loss of control over the asset
- We invite you to hear our thoughts on:
  - Can Korean biotechs lead in the pharma world?
  - What does one need to believe in order to make that vision viable?
  - What kind of support do Korean biotechs require in order to succeed on the global stage?
  - What strategies/approaches are needed for Korea biotechs to attract US financing to advance their assets?

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# Positioning Korean Biotech on the Global Stage– Entering the US Market

## Presentation & Networking Event at BIO International Convention

### Discussion Topics

1. State of the US market  
*Today's licensing & capital markets and implications for Korean biopharma*
2. Out-licensing and funding of innovation into the US  
*The traditional model and its pitfalls*
3. Evolution of the Korean pharmaceutical industry  
*Strong fundamentals and growing confidence*
4. Building Korean global champions, retaining control of the full value chain  
*Cross-industry examples & lessons for pharma*
5. Opportunities for Korean pharma to capture a larger value share  
*Critical success factors in operations and financing – innovative collaboration structures, standing out, optimizing story & value proposition, transaction preparation and execution in private & public markets*
6. Syneos Health-Treehill cross-functional full-service capabilities  
*How our work can support Korean players in the US*

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# Meet Our Team

## Presentation & Networking Event at BIO International Convention



**Christian Tucat,**  
MBA

Chief Business Officer,  
Syneos Health

Healthcare leader with 25+ years of experience driving growth through innovation across the industry, leading Global Operations, Strategy Consulting and Business Development organizations.



**Lee Taurman,**  
MBA

Global Head,  
Syneos One

Experienced Life Sciences industry executive and management consultant. As global head of Syneos One, leading the growth of integrated and innovative offering the span clinical, medical affairs, and commercialization.



**Ken Lee,**  
MD

EVP General Manager  
APAC,  
Syneos Health

Senior leader of Syneos' APAC business with 20+ years successful track record in clinical development services across various functions. Previously, industry leadership roles at Bayer, UCB and Aventis.



**So-Ra Lee,**  
MBA

VP General Manager  
Korea,  
Syneos Health

25+ years in the pharmaceutical industry across leadership, alliance management, functional resourcing, and clinical research operations. Previously at IQVIA, Pfizer, and Dong-A. Pharmacist by training.



**Keith Ruark,**  
MBA

SVP Global Solutions,  
Syneos Health

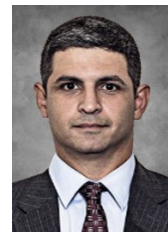
Executive leader of Syneos Health's solution development team which helps assemble tailored solutions & partnerships to maximize value and outcomes. 25+ years of industry experience including lead for asset development and deal teams within the pharma / life science industry.



**Robbie Chana,**  
MBA

VP Bus. Dev. APAC,  
Syneos Health

25+ years in clinical development services. Strong track record in business development and client relationship leadership delivering fit-for-purpose solutions to biotech and pharma. Background in biomedical science.



**Ali Pashazadeh,**  
MBA MRCS

CEO,  
Treehill

Senior healthcare strategy advisor and negotiator. Formerly led Blackstone's healthcare advisory and UBS' European biotech coverage and was a member of Goldman Sachs' global healthcare banking team. Successful track record across market cycles. Hands-on clinical experience. Trained surgeon and MBA.



**Max Baumann,**  
MHMM

Partner,  
Treehill

Formerly Blackstone and UBS healthcare investment banking. Track record of M&A, partnering and licensing across geographies. Deep coverage across healthcare segments. Financial and operational positioning, restructuring, turnaround & restructuring. Trained in business and me

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## About Us

### Presentation & Networking Event at BIO International Convention

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Syneos Health® (Nasdaq:SYNH) is a leading fully integrated biopharmaceutical solutions organization built to accelerate customer success. We translate unique clinical, medical affairs and commercial insights into outcomes to address modern market realities.

We bring together a talented team of professionals, who work across more than 110 countries, with a deep understanding of patient and physician behaviors and market dynamics. Together we share insights, use the latest technologies and apply advanced business practices to speed our customers' delivery of important therapies to patients.

Syneos Health supports a diverse, equitable and inclusive culture that cares for colleagues, customers, patients, communities and the environment.

To learn more about how we are **Shortening the distance from lab to life**®, visit [syneoshealth.com](https://syneoshealth.com) or [subscribe to our podcast](#).



Treehill Partners is a specialized Healthcare advisory boutique founded by the former Blackstone healthcare advisory team. We are a group of 15 exclusively senior professionals with average 25 years experience across investment banking, strategy consulting, and industry leadership & operating roles.

We provide integrated transaction, strategy and implementation advice deploying a unique cross-functional “beyond advisory” approach, serving client C-Suites and their teams. Our work enables and supports the pursuit of successful transactions, in context of successful corporate evolution.

Treehill's advice consolidates scientific, clinical, and commercial insights with transaction, strategy and implementation expertise. The output delivers actionable optionality to decision makers that optimize & de-risk corporate value creation as well as transaction execution on the buy-side, on the sell-side, and for financings.

To learn more about Treehill, visit [treehillpartners.com](https://treehillpartners.com)

