

Retigid: UK Launch Communications Plan



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- The Disease & Treatment ○
- SWOT Analysis ○
- Target Audience ○
- Objectives ○
- Strategies & Tactics ○
- Timeline ○
- Metrics ○
- Conclusion ○

OUTLINE



THE DISEASE

Amyotrophic Lateral Sclerosis (ALS)

(also known as Lou Gehrig's disease)

- Most common form of Motor Neuron Disease (MND)
- Progressive neurodegeneration affecting muscle control: impacts walking, speaking, and breathing
- Fatal disease: **Average survival: 2–5 years post-diagnosis**

WITHIN THE UK:

more than 7000

People living with ALS
in the UK at any one
time.

↑ up to 30% by 2040

12–15 month diagnostic
delay

POPULATION RISK

- Lifetime risk: ~1 in 300
- Male risk: ~20% higher
- ~90% sporadic ALS
- Risk rises sharply with age (40–80 yrs).
- 2× higher risk in non-Hispanic white populations.
- Elevated risk in a smokers & veterans.

DISPARITIES

- Earlier onset & longer diagnostic delays in Black patients.
- Sex influences presentation, progression & management.
- Genetic cases present earlier.

UNMET NEED

Current global
standards of care are
limited:

- Modest survival benefit (~2–3 months)
- No disease modification.

Onset: 63.8 | Diagnosis: 65.5 | Death: 68 (fast-paced progression , no room for delay)

RETICID

A novel treatment for Motor Neuron Disease (MND) | Phase 3



Patient Population

Adults with ALS

Patients with a confirmed early-stage ALS diagnosis, where symptoms are mild and localised



Dosing & Administration



Once daily oral tablet

Simple and convenient, supporting patient adherence



Weight-based dosing

Individually tailored dose ensuring optimal therapeutic levels

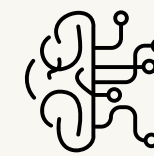
Mechanism of Action – The 3Ns of MND

*Reticid acts via the **RAR pathway** to address 3 key biological processes that drive MND progression*



Neuroprotection

Shields the surviving motor neurons from further damage & cell death



Neuroplasticity

Supports the ability to adapt and rewire around the damage



Neurorepair

Promotes the regenerative processes to restore function in the affected neural pathways



Phase 3 Data Headlines

ASSUMED

Efficacy

~40% slowing of disease progression on ALSFRS-R vs placebo over 18 months ($p < 0.001$)

Safety

Transient AE | Most common AE: headache, nausea, skin irritation

ⓘ Data are from ongoing Phase 3 trials and have not yet been reviewed by regulatory authorities. Phase 3 data marked “assumed” are illustrative placeholders for planning purposes only and must be replaced with verified data prior to any use. Not for promotional use.

SWOT ANALYSIS

Internal and external factors shaping the launch

STRENGTHS

- Novel mechanism of action
- Disease-modifying
- Easy adherence
- Positive early safety profile

WEAKNESSES

- Limited to early-stage ALS patients
- Limited long-term data
- Adverse events
- Potential fatigue in ALS population
- Uncertain impact on key disease pathways

OPPORTUNITIES

- Unmet need
- Potential to shift the treatment paradigm to early intervention
- First-mover window – opportunity for disease state leadership
- Active patient advocacy community

THREATS

- Competition
- HCP scepticism
- Reimbursement barriers
- Risk of reputational damage
- Late diagnosis reduces eligibility

TARGET AUDIENCE

HEALTHCARE PROFESSIONALS

Primary:

Neurologists, ALS specialists,
GPs, Multidisciplinary Teams



Secondary:

- Patients/general public

Supporting Audiences:

Patient Advocacy Groups

- They shape awareness
- Also support early diagnosis and better understanding of patient needs and work alongside clinicians

Payers

- NICE and NHS decide if treatment gets funded
- They rely on clinical data and specialist input

Helping HCPs help patients:

Patients are diagnosed, treated & referred by healthcare professionals.

Therefore, we prioritised practitioners for our communications strategy.



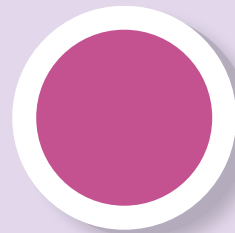
OBJECTIVES

From Awareness to Adoption

Strategic Objective	KPI	Timing
Build Awareness	Achieve 70% awareness of Reticid among UK ALS neurologists	Within 6 months pre-launch
Deepen Understanding	Ensure 50% of HCPs correctly understand Reticid's MOA and 3N concept	By launch
Influence Behaviour Change	Increase early-stage ALS treatment consideration by 20%	Within 6 months post-launch
Enable Access	Achieve positive reimbursement decision from NICE	Within target timeline

Our Communications Strategy

STRATEGY 1



Medical Education



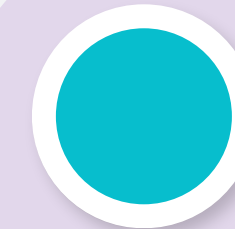
OBJECTIVE

Build HCP understanding of the science, data, and patient population ahead of treatment availability, so that when the time comes, their confidence is already there.

COMMUNICATIONS STRATEGY

Targeting HCPs

STRATEGY 2



Disease Awareness



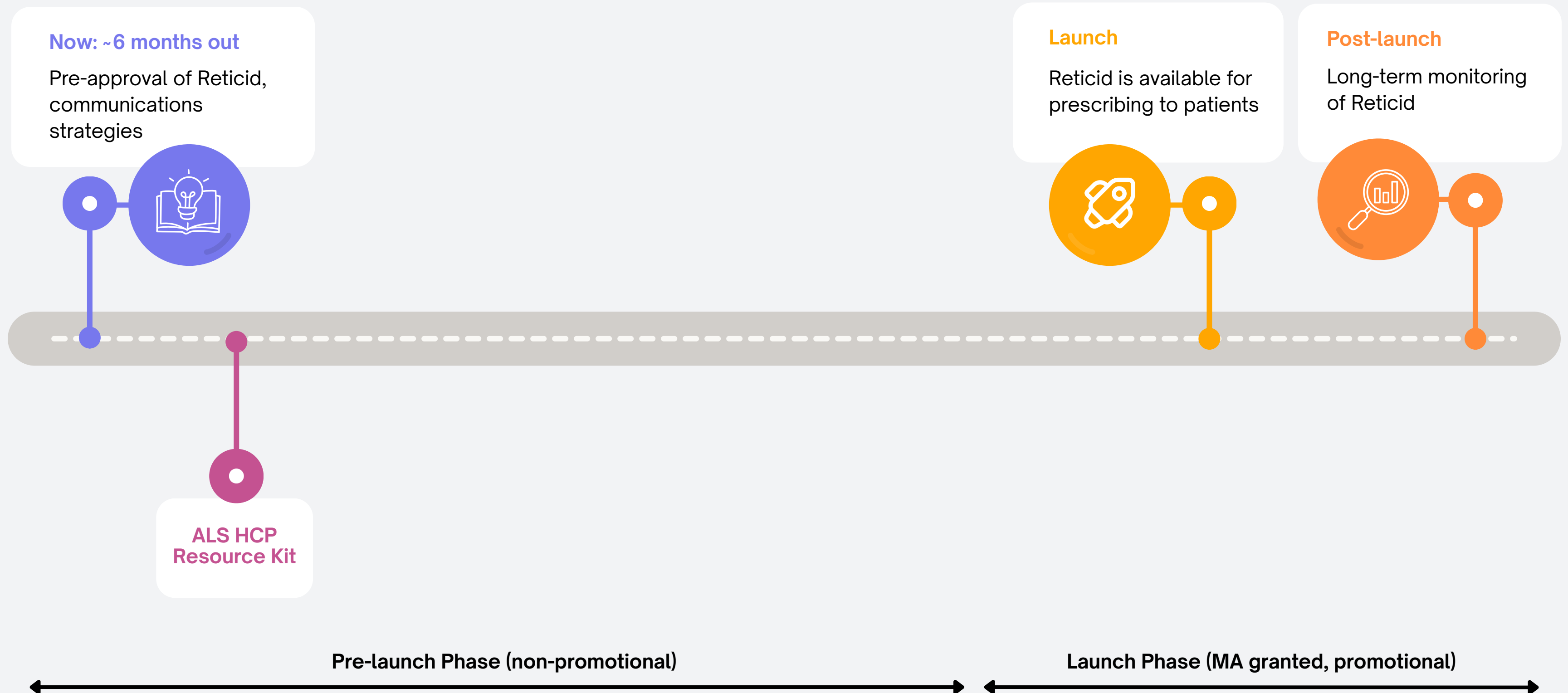
OBJECTIVE

Move HCPs beyond clinical understanding to build a genuine emotional connection to ensure they feel the weight of ALS from the patient's perspective, and the urgency of acting early.

TIMELINE

Road to Launch

Key milestones and tactics across the 6 month journey to launch in the UK





ALS HCP Resource Kit



PRE-LAUNCH

Introduces the disease area, unmet need, and the 3N framework.

4 components:

- Diagnostic pathway guide
 - Criteria, referral pathways, disease stages
- Guidance on differentiating similar conditions
- Patient case studies – disease journey focused
- Published Phase 2 Reticid data – scientific context & not as evidence for the product

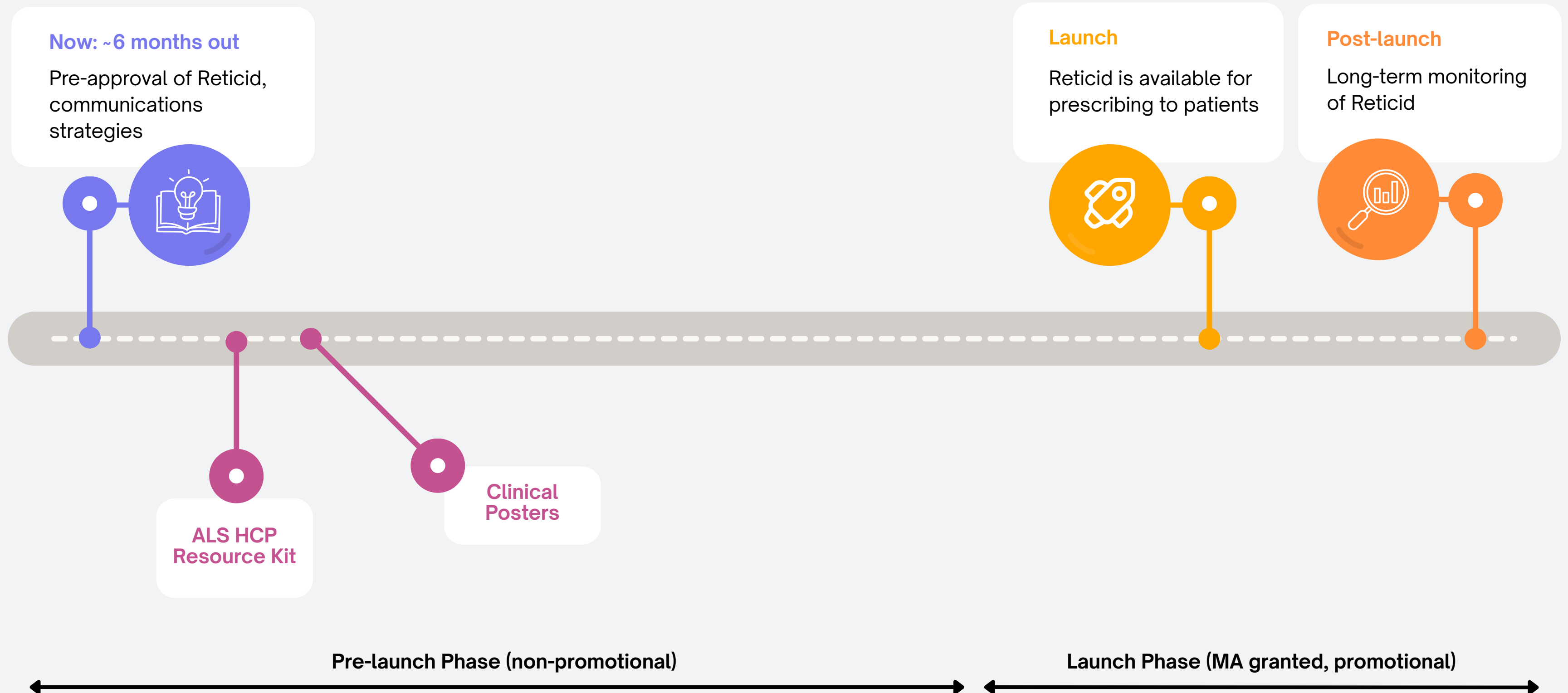
*Also made available digitally

Compliant pre-MA | MLR CERTIFIED

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Clinical Poster



PRE-LAUNCH

Reduce Diagnostic Delay, Today.

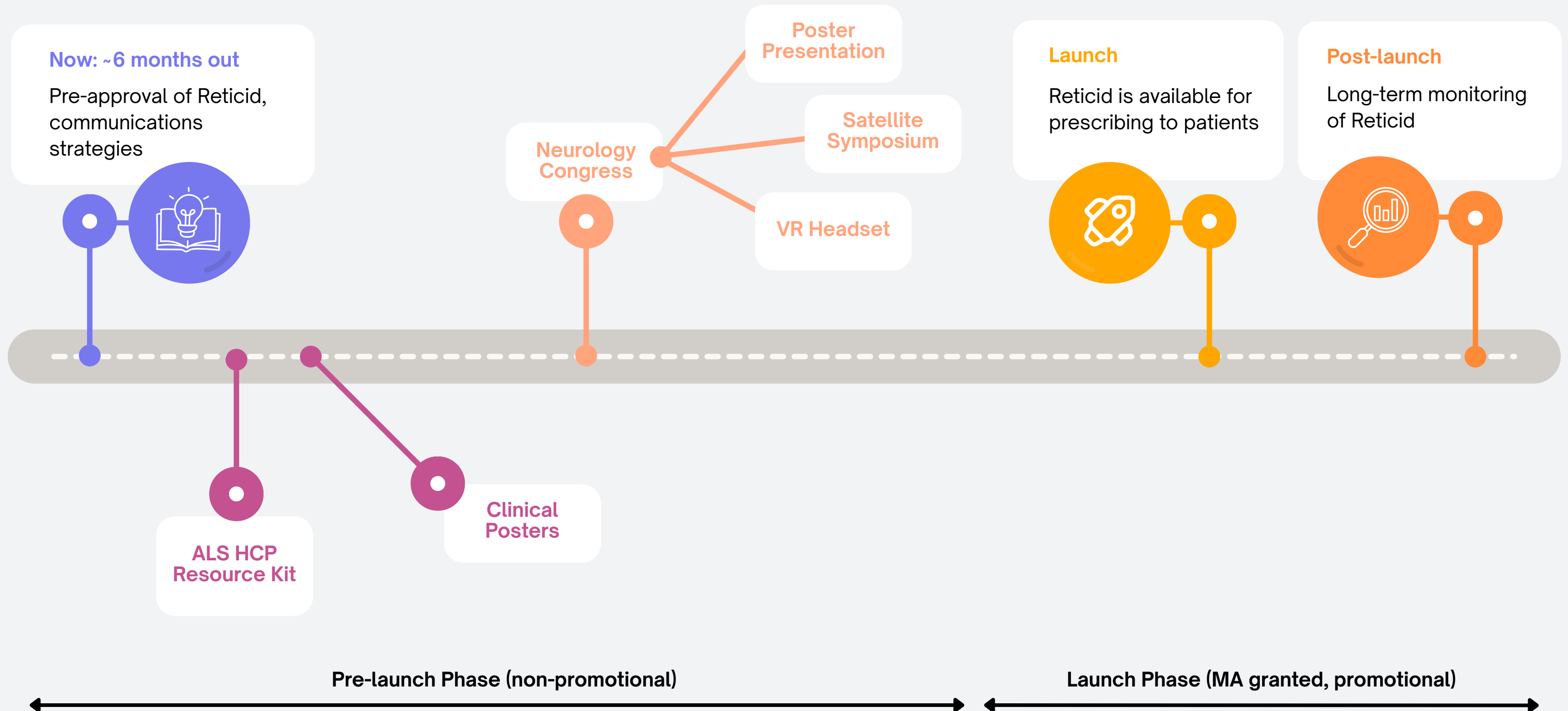
A disease-first poster for clinical settings aimed towards HCPs, compliant for secondary audiences.

- Promote early diagnosis
- Early symptoms awareness
- Impact of diagnostic delay on patient outcomes
- Motor Neuron Disease Association partnership & PAG signposting

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Neurology Congress

PRE-LAUNCH



Satellite Symposium

KOL-led delivering ALS insights within the UK, disease education, & scientific exchange, positioning Reticid within this context.

Agenda:

1. ALS disease burden & unmet need (PAG)
2. Mechanisms of neurodegeneration and repair (HCP)
3. Emerging therapeutic strategies in ALS (HCP)
4. Investigational programme overview: Reticid (HCA1803) (Chief Investigator)



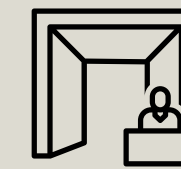
Poster Presentation

Publication-style poster displaying disease background information & Reticid (HCA1803) research in poster hall:

- ALS disease background
- Phase I & II data
- Outline Phase III study design
- EMEA PRIME Designation

*no implication of claims (e.g. efficacy, expected benefits or positive trends) *PRIME status not framed as value signal

Available digitally via QR code.



Booth

1. Disease focussed immersive POV of ALS patient journey
2. Screen display of ALS disease insights
 - Screen footer: “Reticid (HCA1803) is an investigational medicine in Phase III clinical development. It has been granted EMEA PRIME designation.”
 -
3. Motor Neuron Disease Association partner material.



Neurology Congress

PRE-LAUNCH



VR Headset



PRE-LAUNCH

2-minute immersive experience, simulating the POV of a fictional ALS patient guided by real patient experiences. Features insights into various stages from pre-diagnosis through to more advanced stages of ALS.

- Disease-focused.
- No mention of Reticid (HCA1803)

4 Key stages:

Stage 1: Life before MND

Stage 2: The first changes

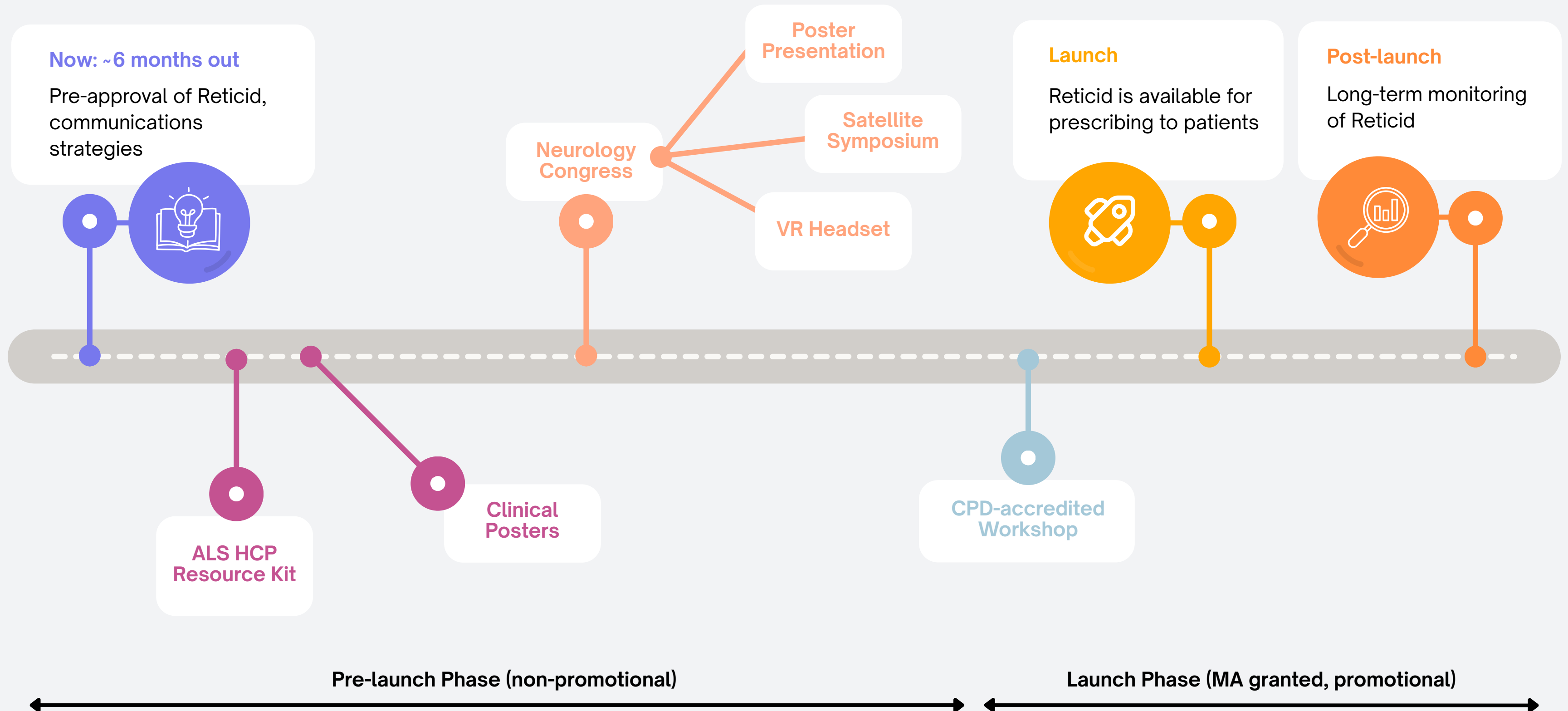
Stage 3: Losing independence

Stage 4: Life confined

TIMELINE

Road to Launch

Key milestones and tactics across the 6 month journey to launch in the UK





CPD-Accredited Workshop

MHRA approval of MA | MLR CERTIFIED



AT LAUNCH

A CPD-accredited virtual workshop for HCPs

- Disease education & diagnostic support tools
- 3Ns in depth – linked to Reticid
- Phase 3 data presented
- Prescribing module – patient selection, dosing
- Case studies – full patient journey

MA is approved by MHRA

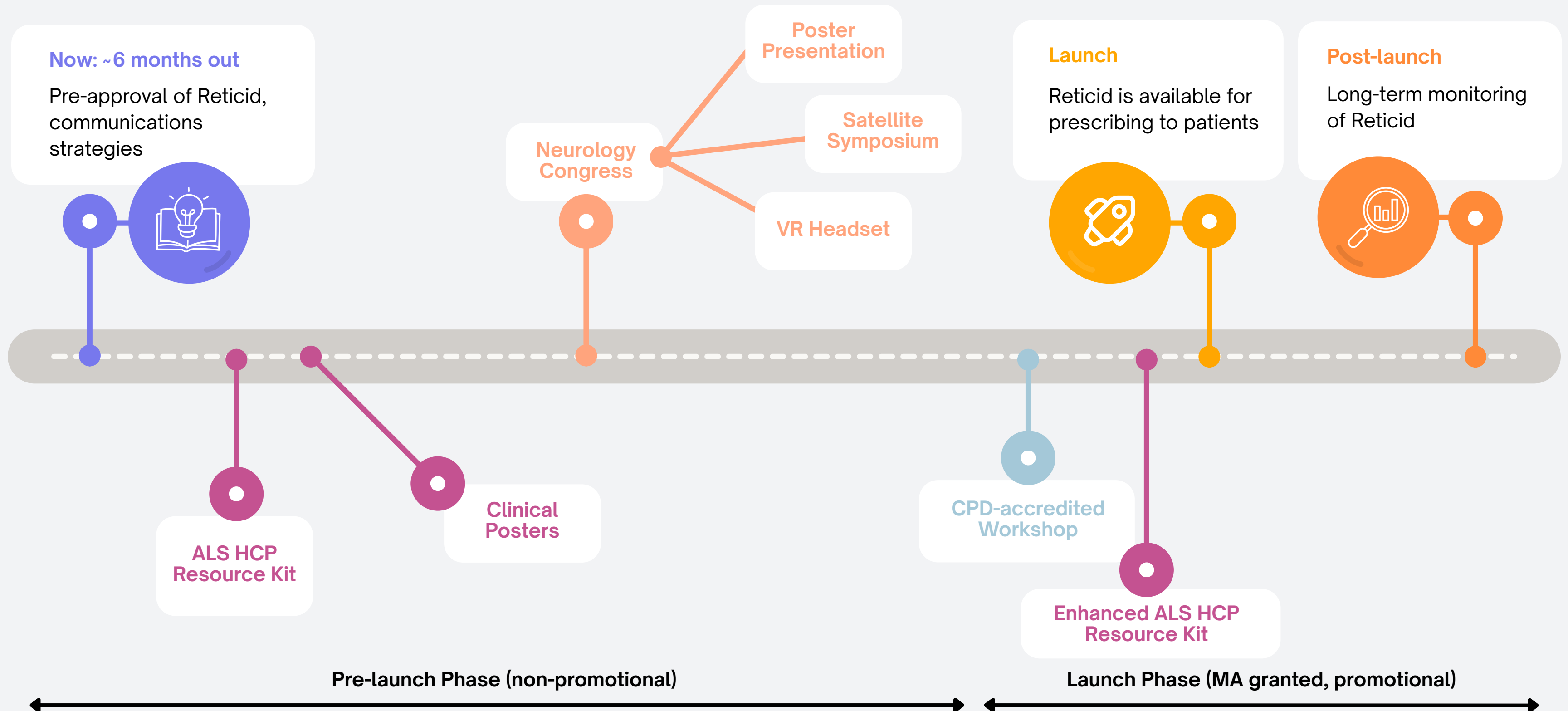
- Reticid meets safety, quality, and efficacy standards

CPD-accredited, available at any time

TIMELINE

Road to Launch

Key milestones and tactics across the 6 month journey to launch in the UK





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Enhanced ALS HCP Resource Kit

MHRA approval of MA | MLR CERTIFIED



AT LAUNCH

An updated version of full prescribing & clinical overview

- Phase 3 Clinical data
- SmPC summary
- Mechanism of action

Patient selection guide

- Criteria, patient eligibility, factors

Weight-based dosing guide

- Reference chart for daily oral dosing by patient weight

Monitoring guide

- AE monitoring, follow-up schedule

Measurement Framework

Tracking whether HCPs move from awareness to understanding readiness

HCP AWARENESS

Measures factual awareness of Reitacid's development

- % aware that Reitacid is in phase 3 development and not yet licensed
- % aware evidence focus is early-stage ALS
- Recall of investigational status at baseline & post-congress and 3 months

SCIENTIFIC ENGAGEMENT

Measures non-promotional scientific engagement

- Congress poster visits and scientific session attendance
- QR scans from congress materials
- Downloads of trial design or RAR pathway content

EARLY REFERRAL READINESS

Measures confidence in recognising & referring suspected ALS

- Confidence in identifying early ALS red flags
- Confidence in referral pathway decisions
- Case study or simulator accuracy

FUTURE CPD INTEREST

Measures interest in approved education

- % of booth visitors registering interest
- Signups by HCP role and UK region
- Follow up confirmation at 3 months

Specific Tactic-Level Metrics

Measuring reach, impact and engagement

ALS HCP RESOURCE KIT

- CTR: % of recipients who click the link to access the infographic pack (25%)
- Download rate: % of recipients who download the graphic pack (45%)

CLINICAL POSTERS

- Number of unsolicited HCP requests for further scientific information via medical affairs
- Follow-up rate: % of HCPs requesting further scientific information after engagement

VIRTUAL WORKSHOP / CPD

- Registrations: Number of registrations for CPD course
- Breakdown by HCP type: consultant neurologists, MNS nurses
- Confidence score: Confidence in recognising early stage ALS (linear score 1-10)

CONGRESS INSIGHTS

- Average Dwell Time: The amount of time spent in the booth
- Number of HCPs completing the VR experience
- Number of follow-up requests from HCPS
- Number of unique QR code scans

THANK YOU

Presented to you by:

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Zain**



Questions?