

Press Release

October 28, 2016

MC Services to host Press Lounge at BIO-Europe® 2016 in Cologne

Munich/Duesseldorf, Germany, October 28, 2016: MC Services AG, the international investor relations and public relations firm, today announced that it will serve as supporting media partner for BIO-Europe® 2016, Europe's largest partnering conference for the global biotechnology industry. The event, organized by EBD Group, will take place November 7-9, 2016 at the KoelnMesse Congress Center North in Cologne, Germany.

As host of the BIO-Europe® Press Lounge, MC Services is inviting both international and local journalists to the event and keeping them informed about the presenting company executives and investors attending this meeting. Centrally located in the exhibit hall – in the midst of activities – the BIO-Europe® Press Lounge offers fully-equipped work stations for accredited media representatives who will also be able to use the lounge area to conduct interviews or network with industry representatives.

In addition, together with its partners EBD Group, Labiotech.eu and BIO Clustermanagement NRW GmbH, MC Services will host a dedicated BIO-Europe® live blog. Journalism students from the TU Dortmund and the Kölner Journalistenschule have been invited to the conference to conduct interviews with participants and report on their impressions of the event, as well as highlights from panels, company presentations and discussions. The goal of this initiative is to provide a vivid picture of the event to interested people in and outside the conference and to get young journalists enthusiastic about the complex field of biotechnology. The blog will be accessible via the websites of EBD Group as well as MC Services under www.bio-live.de.

“BIO-Europe® is a key partnering conference for the European biotech industry and an important event for MC Services and many of our clients. BIO-Europe® 2015 in Munich was a great success and we are pleased to further intensify our collaboration with EBD Group as a media partner,” **said Anne Hennecke, Managing Partner at MC Services AG.** “As part of this initiative we are also proud that we will again be inviting science journalism students to get in touch with this exciting industry. Through this project, we seek to gain maximum attention for the industry, this prestigious event and the participating companies not only today but also in the future.”

Each year, BIO-Europe® attracts an international "who's who" from the biotech, pharma and finance worlds along with the most exciting emerging companies. In 2016, approximately 3,500 attendees, representing 1,800 companies from over 50 countries are expected to have about 19,000 one-on-one meetings. More than 130 company presentations and 17 high-level workshops and panel discussions will round off the event. For detailed information regarding the program, timing and location, please visit the event's [website](#).

About MC Services AG

MC Services AG is an international public relations and investor relations firm specializing in communications for the life sciences and healthcare sector. A strong team of science, finance, media and communication experts with relevant industry experience positions MC Services as the leading life sciences agency in Europe. MC Services' long-standing clients include international public and private companies as well as venture capitalists and investment firms. Established for many years as a link between the healthcare industry and the financial markets, MC Services provides comprehensive services in the fields of investor relations, public relations and financial transactions. MC Services is based in Munich, Duesseldorf, London and Boston.

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