

Cellular Reprogramming

iPierian, Inc.

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PRIVATELY HELD

1. Senior Management

Nancy Stagliano, CEO

Dr. Adam Rosenthal, Senior Director, Corp. Development

Dr. Irene Griswold-Prenner, Director, Cell Biology

Dr. Eugeni Vaisberg, Director, Lead Development

Karen C. Lam, Director of Finance

2. Corporate Mission

Formed via the merger of iZumi Bio, Inc., and Pierian, Inc., in July 2009, iPierian is focused on the industrialization of induced pluripotent stem cell (iPS) technology with the mission of creating new therapeutics through cellular reprogramming and directed differentiation of patient cells. The scientific founders of Pierian, Drs. George Daley, Douglas Melton and Lee Rubin, faculty members at Harvard University, are actively involved in determining the scientific direction of iPierian. iPierian is backed by Kleiner Perkins Caufield & Byers, Highland Capital Partners, MPM Capital and FinTech Global Capital, who have provided a total of \$31.5 million in financing.

3. Research/Technology/Product(s) Overview

iPierian's efforts are centered on applying its technology to diseases for which there are poor in vivo and in vitro models and limited therapeutic treatments to date. iPierian's proprietary programs are initially focused on three neurological diseases, including Parkinson's disease, spinal muscular atrophy and amyotrophic lateral sclerosis. These

conditions have limited therapeutic treatments, and scientists have demonstrated the ability to differentiate the affected cell types in these disorders.

iPierian is also working on calcific aortic valve disease, through its collaboration with the Gladstone Institute of Cardiovascular Disease, and plans to expand further into metabolic diseases through additional collaborations with pharmaceutical partners.

4. Financial Information Link

iPierian is backed by Kleiner Perkins Caufield & Byers, Highland Capital Partners, MPM Capital, Google Ventures, SR One, FinTech Global Capital, Mitsubishi UFJ Capital, Biogen Idec New Ventures, and ATEL Ventures, who have provided a total of \$60 million in financing. These firms have exceptional track records in identifying cutting-edge technologies and nurturing the growth of companies that establish leading positions in emerging fields. Visit <http://www.ipierian.com/company/investors/>

5. Corporate News Link

<http://www.ipierian.com/news-events/press-releases/>