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Evive Biotech unveiled as the new corporate brand for Generon Biomed

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Rebrand reflects a promise to develop revolutionary remedies to take on some of the world's toughest diseases



Generon BioMed Inc, an innovative biotech company developing novel biological therapeutics, announced on 24 June 2020 that it has rebranded to Evive Biotech – effective immediately. The name change reinforces the company's commitment to addressing unmet medical needs for patients worldwide.

"We are very excited and proud to announce our new corporate identity," said Dr. Jacky Liu, CEO of Evive Biotech. "Evive Biotech is a contemporary, international brand that we feel better reflects and articulates who we are as a business and the ambitions that we hold as an Asian-rooted firm with a global outlook. As we transition to the next phase of our development, we believe that the new brand will unite us all still further as we strive to bring breakthrough therapies to patients."

Since its inception in 2004, the company has been focused on addressing unmet medical needs in oncology and inflammatory disorders that are difficult to treat and present a challenging prognosis. In that time, the company has established state-of-the-art cGMP facilities and global operations in the United States, Singapore, and China and today employ over 200 people worldwide. The company combines strong research and clinical development capabilities with exceptional regulatory expertise to bring innovative therapies to market faster.

The rebrand also marks an exciting time for Evive Biotech as it seeks to advance a portfolio of novel drug candidates through its proprietary technology platforms, and ensure broad access to treatment options for patients. These candidates include F-627 for the treatment of chemotherapy-induced neutropenia (CIN), and F-652 that is under development to treat alcoholic hepatitis (AH) and acute graft-versus-host disease (GVHD). F-652 was granted orphan drug status by the U.S. FDA in 2019.