



9 March 2017

**Oxford BioDynamics Plc**  
("OBD" or the "Company" and, together with its subsidiaries, the "Group")

**Oxford BioDynamics announces appointment of Martin Reeves as Senior Vice President of Commercial Development**

Oxford BioDynamics Plc (AIM: OBD), a revenue-generating biotechnology company focused on the discovery and development of novel epigenetic biomarkers for use within the pharmaceutical and biotechnology industry, announces that Martin Reeves has been appointed as Senior Vice President of Commercial Development. Martin will be based in the US and will take up this role in March 2017.

Martin has over 20 years' experience in business development and strategic planning, including Teva Pharmaceuticals where he was Head of Business Development for Global Branded Products. He was previously Vice President of Business Development and Strategic Planning at Cephalon where, in his fourteen years at the company, he played a key role in defining the strategic direction for growth and diversification globally, including planning strategies to enter into new markets such as Asia. Cephalon was bought by Teva in 2011 for \$6.8 billion.

Prior to joining Cephalon, Martin held project management roles at Wyeth-Ayerst and Smith Kline Beecham. Martin started his career as a Research Biochemist at Smith Kline & French and holds a degree in Biochemistry from London University.

**Christian Hoyer Millar, CEO of Oxford BioDynamics said:**

"We are delighted that Martin will be joining the Company as Senior Vice President of Commercial Development. His considerable experience in business development within the sector will be a great asset to Oxford BioDynamics as we look to leverage IP licensing opportunities with our award-winning, proprietary technology platform, EpiSwitch™."

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## ***Notes for Editors***

### **About Oxford BioDynamics Plc**

Oxford BioDynamics Plc (AIM: OBD) ("Oxford BioDynamics") is a revenue-generating biotechnology company focused on the discovery and development of novel epigenetic biomarkers for use within the pharmaceutical and biotechnology industry.

The Company's award-winning, proprietary technology platform, *EpiSwitch*<sup>™</sup>, aims to accelerate the drug discovery and development process, improve the success rate of therapeutic product development and take advantage of the increasing importance of personalised medicine.

In particular, *EpiSwitch*<sup>™</sup> can reduce time to market, failure rates and the costs at every stage of drug discovery. Additionally, the technology provides significant insights into disease mechanisms for drug discovery and product re-positioning programmes, and enables the personalisation of therapeutics for patients in the context of challenging pricing environments where improved clinical outcomes are critical.

Oxford BioDynamics is headquartered in the UK, and listed on the London Stock Exchange's AIM under the ticker "OBD". For more information please visit [www.oxfordbiodynamics.com](http://www.oxfordbiodynamics.com).