

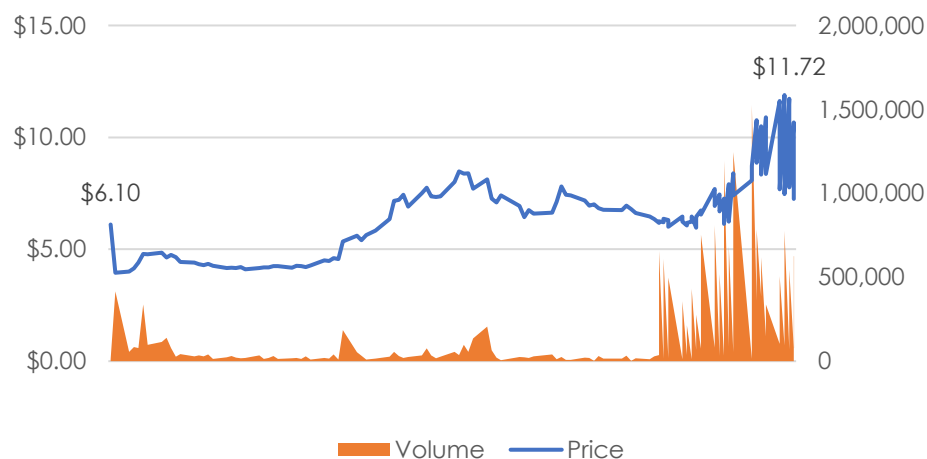


Processa Pharmaceuticals

Processa Pharmaceuticals, Inc.

(Nasdaq: PCSA)

PCSA Stock Price and Volume



Challenge

Processa's market capitalization was lagging, despite executing on its business plan. The company had raised sufficient capital to provide two-years of funding for multiple milestones, uplisted to Nasdaq and increased its Total Addressable Market (TAM) 3X, but its market cap remained unchanged. Management was seeking to build an investor relations program that would lead to a higher, yet fair valuation by increasing investor outreach and communication.

Our Solution

- Conducted virtual roadshows with targeted investors including Samjo, CCM (Columbus), Manchester Management, Taglich Brothers, Palm Ventures and Keystone Capital
- Facilitated calls with premier equity research analysts including Benchmark, Craig Hallum and National Securities (B. Riley Financial)
- Developed messaging for earnings releases and scripts with an emphasis on key data points that would drive stock price appreciation (increase in TAM, sufficiently capitalized, etc.)
- Marketed and moderated virtual meetings at JP Morgan Conference including meetings with Benchmark, B. Riley, Canaccord, Cowen, Craig Hallum, Guggenheim, Ladenburg, LPC Funds, Maxim, Northland, Roth, Jeffries, Oppenheimer and William Blair

Impact

- **Gained equity research coverage** from Benchmark Company and Craig Hallum
- **Secured virtual investor conference invitations** from Benchmark Company, Craig Hallum, HCW, Maxim and Jeffries
- Company was able to **raise \$10M via PIPE**, no discount, no warrants at \$80M market cap to accelerate and expand clinical development of product candidates
- **Increased market cap ~200%** from \$42M at engagement to \$123M post-financing