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## Press release

### **Oxford Biomedica rebrands as OXB reinforcing transformation into leading global cell and gene therapy CDMO**

**Oxford, UK - 18 September 2024:** OXB (LSE:OXB), a quality and innovation-led cell and gene therapy CDMO, today announces the launch of its new corporate brand.

Oxford Biomedica is rebranding as OXB, unveiling a more modern and recognisable visual identity that reinforces its transformation into a global pure-play cell and gene therapy CDMO. The new identity reflects OXB's unique combination of technical excellence, innovation and unwavering commitment to deliver consistent high quality at every stage of viral vector development and manufacturing. The new branding represents the agile execution and creativity that enable OXB to deliver on clients' goals, while also conveying accountability, professionalism and teamwork - core values that underpin OXB's mission.

**Dr. Frank Mathias, Chief Executive Officer of OXB, commented:** *"The launch of our new brand identity reinforces OXB's significant transformation into a leading pure-play cell and gene therapy CDMO. This rebranding is more than just a new look - it reflects the global nature of our operations and our deep commitment to the success of our clients' drug development programmes. As OXB, with our new capabilities and global footprint, we are ideally positioned to communicate our end-to-end services to current and potential clients, and to interact with them from early-stage development through to commercial manufacturing."*

**-Ends-**

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#### **About OXB**

OXB (LSE: OXB) is a quality and innovation-led contract development and manufacturing organisation (CDMO) in cell and gene therapy with a mission to enable its clients to deliver life changing therapies to patients around the world.

One of the original pioneers in cell and gene therapy, OXB has more than 25 years of experience in viral vectors; the driving force behind the majority of cell and gene therapies. OXB collaborates with some of the world's most innovative pharmaceutical and biotechnology companies, providing viral vector development and manufacturing expertise in lentivirus, adeno-associated virus (AAV), adenovirus, and other viral vector types. OXB's world-class capabilities span from early-stage development to commercialisation. These capabilities are supported by robust quality-assurance systems, analytical methods and depth of regulatory expertise.

OXB offers a vast number of unique technologies for viral vector manufacturing, including a 4th generation lentiviral vector system (the Tetravecta<sup>TM</sup> system), dual plasmid system for AAV production, suspension and perfusion process using process enhancers and stable producer and packaging cell lines.

OXB, a FTSE4Good constituent, is headquartered in Oxford, UK. It has bioprocessing and manufacturing facilities across Oxfordshire, UK, Lyon and Strasbourg, France, and near Boston, MA, US. Learn more at [www.oxb.com](http://www.oxb.com), and follow us on [LinkedIn](#) and [YouTube](#).

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