



Iveric Bio Appoints Christopher Simms as Chief Commercial Officer

July 19, 2021

– Former U.S. Franchise Head of Ophthalmics at Novartis Brings a Proven Track Record in Major Retinal Product Launches –

NEW YORK--(BUSINESS WIRE)--Jul. 19, 2021-- [IVERIC bio, Inc.](#) (Nasdaq: ISEE) announced today the appointment of Christopher Simms to Senior Vice President and Chief Commercial Officer, effective August 2, 2021. Mr. Simms joins Iveric Bio from Novartis, where he successfully managed commercial operations for the U.S. Ophthalmics Franchise, launching BEOVU[®] (brolocizumab injection) for wet age-related macular degeneration (AMD). Before Novartis, he served as marketing lead for the Genentech ophthalmology business which included creating a new brand positioning and launching a new campaign for Lucentis[®] (ranibizumab injection).

"In this newly created position, Chris's responsibilities include developing and implementing the Company's commercial strategy and establishing our commercial infrastructure as we complete our GATHER2 clinical trial, prepare for a potential new drug application (NDA) and begin to prepare for a potential launch of Zimura[®] (avacincaptad pegol) for the treatment of geographic atrophy secondary to AMD," stated Glenn P. Sblendorio, Chief Executive Officer of Iveric Bio. "We are excited about a potential launch of Zimura and our strategy to develop multiple, complementary assets to establish an AMD franchise. We believe Chris's deep understanding of the retinal space and highly accomplished commercial experience with launching retinal products of blockbuster potential will serve us well."

"It is exciting to see the advances that Iveric Bio has made," stated Mr. Simms. "I believe the Company is well positioned as it begins to pivot to a commercial organization that brings treatments to patients suffering from devastating sight threatening diseases. I am thrilled to join the management team at Iveric Bio and look forward to building and leading a commercial organization that has a positive impact on patients and the development of our products."

Christopher Simms

Mr. Simms is an accomplished healthcare leader with more than 20 years of diverse commercial leadership experience at Johnson & Johnson, Genentech and Novartis, including focused experience in retina, ophthalmology and optometry. Most recently, he was the Vice President and Head of the Novartis US Ophthalmics business unit which includes the brands BEOVU[®] and Xiidra[®]. He joined Novartis in 2017 to build the commercial launch strategy for BEOVU[®] after leading commercial efforts on Lucentis[®] at Genentech. Prior to Genentech, he spent 16 years at Johnson & Johnson working with leading brands across their vision care, diabetes and consumer goods businesses in Canada, Japan and the US.

Mr. Simms has a Bachelor of Commerce from Memorial University of Newfoundland and an MBA from York University, Toronto, Canada.

About Iveric Bio

Iveric Bio is a science-driven biopharmaceutical company focused on the discovery and development of novel treatment options for retinal diseases with significant unmet medical needs. The Company is currently developing both therapeutic product candidates for age-related retinal diseases and gene therapy product candidates for orphan inherited retinal diseases. For more information on the Company, please visit www.ivericbio.com.

Iveric Bio Forward-looking Statements

Any statements in this press release about the Company's future expectations, plans and prospects constitute forward-looking statements for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995. Forward-looking statements include any statements about the Company's strategy, future operations and future expectations and plans and prospects for the Company, and any other statements containing the words "anticipate," "believe," "estimate," "expect," "intend," "goal," "may," "might," "plan," "predict," "project," "seek," "target," "potential," "will," "would," "could," "should," "continue," and similar expressions. In this press release, the Company's forward looking statements include statements about the implementation of its strategic plan, including establishing a commercial strategy and infrastructure for the potential launch of Zimura and the Company's expectations regarding completion of the GATHER2 trial and preparation of a potential new drug application for Zimura for geographic atrophy secondary to dry age-related macular degeneration. Such forward-looking statements involve substantial risks and uncertainties that could cause the Company's development programs, future results, performance or achievements to differ significantly from those expressed or implied by the forward-looking statements. Such risks and uncertainties include, among others, those related to the progress and results of research and development programs and clinical trials, including the ongoing GATHER2 clinical trial, availability of data from these programs, expectations for regulatory matters, establishment of manufacturing capabilities, developments from the marketplace and competitors for the Company's product candidates, human capital and personnel requirements, need for additional financing and negotiation and consummation of business development transactions and other factors discussed in the "Risk Factors" section contained in the quarterly and annual reports that the Company files with the Securities and Exchange Commission. Any forward-looking statements represent the Company's views only as of the date of this press release. The Company anticipates that subsequent events and developments may cause its views to change. While the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so except as required by law.

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