

## **Ionis launches new corporate brand that reflects company's industry-leading innovation and unique culture of saying "yes" to patients**

May 6, 2019

CARLSBAD, Calif., May 6, 2019 /PRNewswire/ -- Ionis Pharmaceuticals, Inc. (Nasdaq: IONS) today unveiled its new corporate brand in a campaign inspired by its unique culture and history of developing transformative therapies for seemingly untreatable diseases. The 'Transformed by Yes' campaign includes a revamped website, promotion on social media and digital advertising in business and trade publications. The brand refresh comes as Ionis celebrates its 30<sup>th</sup> anniversary.

"Our new brand is a bold, fresh expression of what we've lived and breathed at Ionis for 30 years – an unwavering passion for discovering and developing novel medicines and a steadfast commitment to saying yes to the patients who depend on us to create them," said Stanley T. Crooke, M.D., Ph.D., Ionis' founder, chairman and chief executive officer. "We've grown from a startup to a large-cap biotechnology company that is the leading innovator in RNA-targeted therapeutics. The brand reflects that journey and the confidence we have in the future."

This year, Ionis celebrates its 30-year anniversary with two commercial medicines, SPINRAZA®\* and TEGSEDI™. It also has an industry-leading pipeline of more than 40 medicines, each with blockbuster potential, four in or nearing pivotal studies in 2019 with as many as 10 or more in the next two years.

"This is an incredibly exciting day for Ionis. Life-changing innovation doesn't start with an idea or a discovery. It starts with a single word: 'Yes'," said Roslyn Patterson, vice president of corporate communications and public relations at Ionis. "Our brand now accurately reflects the passion and dedication of the hundreds of individuals who work tirelessly to deliver future-creating therapies for patients who depend on us. At Ionis, it's truly personal to each and every one of us."

### **About Ionis Pharmaceuticals, Inc.**

As the leader in RNA-targeted drug discovery and development, Ionis has created an efficient, broadly applicable, drug discovery platform called antisense technology that can treat diseases where no other therapeutic approaches have proven effective. Our drug discovery platform has served as a springboard for actionable promise and realized hope for patients with unmet needs. We created the first and only approved treatment for children and adults with spinal muscular atrophy as well as the world's first RNA-targeted therapeutic approved for the treatment of polyneuropathy in adults with hereditary transthyretin amyloidosis. Our sights are set on all the patients we have yet to reach with a pipeline of more than 40 novel medicines designed to treat a broad range of diseases including cardiovascular diseases, neurological diseases, infectious diseases, pulmonary diseases and cancer.

To learn more about Ionis follow us on twitter @ionispharma or visit <http://ir.ionispharma.com/>.

\*Spinraza is marketed by Biogen.

 View original content to download multimedia:<http://www.prnewswire.com/news-releases/ionis-launches-new-corporate-brand-that-reflects-companys-industry-leading-innovation-and-unique-culture-of-saying-yes-to-patients-300843978.html>

SOURCE Ionis Pharmaceuticals, Inc.

Ionis Pharmaceuticals Investor Contact: D. Wade Walke, Ph.D., Vice President, Investor Relations, 760-603-2741; Ionis Pharmaceuticals Media Contact: Roslyn Patterson, Vice President, Corporate Communications, 760-603-2681