

## **Axiadis CRO accelerates its sales and marketing strategy to support ambitious growth driven by Oxurion**

**Toulouse, France – February 16, 2026 – 8:00 a.m.** Axiadis CRO, a subsidiary of the Oxurion Group (Euronext Brussels: OXUR) specializing in clinical data management, announces a major milestone in the implementation of its development strategy: the recruitment of its first dedicated sales representative and a marketing manager, in addition to the ongoing complete overhaul of its website and the rollout of an enhanced digital marketing strategy.

These initiatives are intended to increase Axiadis CRO's visibility in the European biometrics and clinical data services market, while consolidating its positioning with academic and industry sponsors. The objective is to double revenue within three years, from €928K in 2025 to €2 million in 2028, supported by a proactive commercial dynamic and an enhanced service offering.

### **An offensive commercial strategy to capture growth**

Axiadis CRO is undertaking an ambitious commercial transformation to support its growth. A dedicated sales team is currently being assembled to target high value-added segments, including pharmaceutical and biotech sponsors seeking reliable biometrics solutions, academic institutions for long-term partnerships, and CRO partners for integrated service offerings. At the same time, the company is strengthening its marketing approach under the leadership of a newly appointed marketing manager, with the objective of increasing brand visibility and awareness while optimizing the customer experience. Finally, Axiadis CRO is reviewing its service offering and pricing policy in order to provide modular solutions integrating biometrics, Exagis eCRF, and AI-driven services, with a view to creating value for each client and accelerating the sales cycle.

### **Strategic synergies already identified**

In parallel, Axiadis CRO confirms that it has identified synergies with the target company currently under discussion with Oxurion. This company, which specializes in clinical operations and regulatory affairs, brings complementary expertise to Axiadis CRO, an expert in biometrics and data management. Together, the companies will be able to offer integrated solutions covering the entire clinical development cycle: from protocol design to data collection and analysis, through to the preparation of regulatory dossiers and market access. This combination will enable sponsors to benefit from a unified approach combining statistical rigor, regulatory compliance, and speed of execution. The financial impact of this convergence has not yet been modeled at this stage, but it represents a major strategic lever to accelerate growth and strengthen the Group's position in the European market.

### **AI as a catalyst for operational efficiency**

Following the previous press release, Axiadis CRO continues to integrate AI components at the core of its solutions. The company is exploring advanced use cases in NLP (Natural Language Processing) to industrialize medical writing and optimize pharmacovigilance processes. Two pilot projects are currently underway, including one with HTC Santé, aimed at transforming nutritional prescribing through artificial intelligence. This project leverages advanced NLP and generative AI technologies to analyze medical, nutritional, and behavioral data and generate reliable and engaging personalized recommendations. Beyond its immediate application in nutrition, the success of this pilot will enable the technology to be consolidated internally for high value-added applications, notably the

automation of reporting and the drafting of critical sections of clinical trial documentation. Additional information will be communicated should the results prove conclusive. This initiative forms part of Axiodis CRO's broader strategy to place artificial intelligence at the core of its processes in order to enhance productivity and regulatory compliance.

**About Axiodis CRO**

Founded in 2006 in Toulouse, Axiodis CRO is a French clinical research organization specializing in biometrics. With over 15 years of experience, Axiodis offers a comprehensive and customized range of clinical trial management services. It currently supports more than 20 academic and industrial partners in France and Europe. Further information is available at [www.axiodis.com](http://www.axiodis.com).

**About Oxurion**

Oxurion NV (Euronext Brussels: OXUR) is a company specializing in acquiring majority stakes in promising European pharmaceutical subcontractors. Oxurion's ambition is to build an integrated group of subcontractors serving healthcare players. The Group's headquarters are based in Leuven, Belgium. More information is available at [www.oxurion.com](http://www.oxurion.com).

***Important information about forward-looking statements***

Certain statements in this press release may be considered "forward-looking". Such forward-looking statements are based on current expectations, and, accordingly, entail and are influenced by various risks and uncertainties. The Company therefore cannot provide any assurance that such forward-looking statements will materialize and does not assume any obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or any other reason. Additional information concerning risks and uncertainties affecting the business and other factors that could cause actual results to differ materially from any forward-looking statement is contained in the Company's Annual Report. This press release does not constitute an offer or invitation for the sale or purchase of securities or assets of Oxurion in any jurisdiction. No securities of Oxurion may be offered or sold within the United States without registration under the U.S. Securities Act of 1933, as amended, or in compliance with an exemption therefrom, and in accordance with any applicable U.S. state securities laws.

***Additional Disclaimer***

The planned investment in digital assets (such as Bitcoin and Ethereum) exposes the company to specific risks related to volatility, regulatory uncertainty, and cybersecurity. These factors may significantly affect the expected performance of the investments.

**Please contact for additional information:**

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