

Petsky Prunier Advises Ziff Davis on its Sale of Cambridge BioMarketing to UDG Healthcare plc

July 20, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Ziff Davis, LLC on its sale of Cambridge BioMarketing Group LLC, an indirect wholly-owned subsidiary, to UDG Healthcare plc (LON: UDG). Cambridge BioMarketing is an industry leading advisor for orphan and rare disease drug launches, and UDG’s acquisition of the business will permit UDG to grow its healthcare communications business in the US, while expanding the range of services the acquirer offers to its global pharmaceutical customer base.

JULY 2017



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to

UDG Healthcare plc 

(LON: UDG)

PetskyPrunier
INVESTMENT BANKERS

“In working with Petsky Prunier, we created a unique partnership. Led by Chris French and his team, the process was strategic, thorough, and most, importantly, successful for all parties involved.”

**James Yaffe, Chief Strategy Officer,
Ziff Davis**

Founded in 2001, Cambridge BioMarketing specializes in healthcare communications for orphan and rare diseases, a fast-growing area of drug development and commercialization. The agency advises pharmaceutical and biotech companies on traditional programs for HCP (healthcare professionals) as well as patient-focused work, increasingly an area of focus for pharmaceutical companies.

Cambridge BioMarketing’s primary services include launch readiness support, digital strategy, market analytics, integrated marketing, patient identification and acquisition, medical affairs support, line extensions, and patient retention and adherence programs. The agency’s strong creative and digital capabilities stand out in a market where digital content is becoming increasingly important for pharmaceutical and biotech companies. Cambridge BioMarketing has more than 100 employees at its Cambridge, Massachusetts headquarters and in Oakland, California, geographies that both have a strong biotech presence.

UDG Healthcare is a leading international partner of choice delivering commercial, clinical, communications,



and packaging services to the healthcare industry, employing more than 8,000 people with operations in 23 countries, and delivering services in more than 50 countries.

Petsky Prunier, with a team led by Christopher French, John Prunier, and Lexia Schwartz, served as exclusive financial advisor to Ziff Davis.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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