

Petsky Prunier Advises EngagedMedia on its Sale to Aptus Health

June 26, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Engaged Media LLC, a mobile-first messaging platform, on its sale to Aptus Health, Inc., a leader in multichannel engagement solutions for health and life sciences companies.



“Selling the company through a complex process with judicial oversight presented unusual challenges in managing stakeholder concerns and maximizing value, while maintaining process discipline and competitive tension. Petsky Prunier helped us position and present the company in a unique way, which resulted in a premium financial outcome for the shareholders. No other financial advisor could have achieved this result.”

**Hoss Sooudi, General Manager,
EngagedMedia**

Atlanta-based EngagedMedia, provides a mobile-first messaging platform that enables life sciences companies to communicate and engage with patients based on real-time pharmacy claims data. By deploying timely, targeted messaging related to medication refills, pharmacy benefits status, and other aspects of support, EngagedMedia has created a unique, scaled mobile solution for companies to address the needs of individual patients who have been prescribed a specific medication by their healthcare professional (HCP). Since 2009, the EngagedPatient platform has been used by many prominent life sciences companies as a standard across their full portfolios of products.

The EngagedPatient platform strengthens Aptus Health’s product portfolio and aligns with the company’s strategic approach to delivering high-impact, data-driven programs and campaigns that connect with HCPs and consumers on behalf of life sciences brand teams. EngagedMedia’s innovative approach to mobile patient engagement will make it easier for Aptus Health’s clients to help patients achieve better health outcomes through the power of data, mobile engagement, and intelligent messaging. The acquisition underscores Aptus Health’s commitment to bringing innovative solutions to market that help its clients achieve their digital engagement objectives in this dynamically evolving healthcare environment.



Over the past 10 years, Aptus Health has served the majority of the world's top 50 biopharma companies and provided integrated programs and services to hundreds of brand teams. The company has been recognized with industry awards, including being named "Most Innovative Vendor in Multichannel Marketing" based on a recent survey conducted by TGS[®] Advisors, a biopharma benchmarking and advisory services firm.

Petsky Prunier, with a team led by Christopher French, served as the exclusive financial advisor to EngagedMedia.

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.

For further information: Amy LaBan, 212-842-7126, alaban@petskyprunier.com

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