

## Petsky Prunier Advises Giant Creative Strategy on its Sale to Huntsworth

**July 18, 2018 (New York, NY)** – Petsky Prunier is pleased to announce it has advised healthcare marketing agency Giant Creative Strategy LLC on its sale to healthcare and communications group Huntsworth plc (LON: HNT). Giant was previously a portfolio company of Shamrock Capital. Huntsworth paid \$72.2 million in cash at closing, and the transaction is valued at up to \$97.2 million.



*“As the #1 investment bank focusing on healthcare technology, media, and marketing, Petsky Prunier was the obvious choice for us. Their intimate knowledge of the focus areas for potential buyers of our business, unparalleled deal-negotiation skills, and proven ability to achieve various shareholders’ goals resulted in a great outcome for all of us! We have found an ideal partner in Huntsworth.”*

**Steven Gold, CEO**  
**Giant Creative Strategy**

Giant, based in San Francisco, is one of the largest independent healthcare marketing agencies in the United States. It provides a full service, multichannel offering to its clients in the biopharmaceutical, medical device, and diagnostics industries. The agency has 150 employees and will continue to be led by its founders, CEO Steven Gold and president Adam Gelling.

With the majority of its revenue coming from marketing to healthcare professionals, particularly in the rapidly growing biotech sector, Giant will bring scale to Huntsworth’s healthcare professional marketing, a key area of growth for the company. By adding Giant to its existing healthcare marketing agencies led by New York-based Evoke, Huntsworth will be positioned more competitively to respond to changing client demands for fewer but stronger partners to help access the spectrum of their marketing needs.

Huntsworth plc is an international healthcare and communications group. Huntsworth’s principal area of focus is Health, which provides marketing and medical communications services to healthcare clients, which are primarily large and mid-size pharmaceutical and biotech companies. It also has a smaller Communications group, which provides a wide range of communications and advisory services, including



strategic communications, public affairs, investor relations, and consumer marketing.

Huntsworth Health has three main divisions. Medical focuses on communicating evidence on new scientific and drug developments and educating healthcare professionals and payers on the appropriate use of therapy. Marketing focuses on post-approval marketing of drugs to payers, healthcare professionals, and consumers, primarily in the United States. Immersive provides live experiences, communications, and interactive content.

Petsky Prunier, with a team led by Christopher French, Sanjay Chadda, Anil Kuruganti, and Greg Staton served as the exclusive financial advisor to Giant Creative Strategy and Shamrock Capital.

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#### **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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