

Petsky Prunier Advises Amulet Capital Partners on its Acquisition of OPEN Health and Subsequent Merger with Peloton Advantage

7th Healthcare-Focused Transaction Completed in 2018

December 5, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Amulet Capital Partners on its acquisition of OPEN Health Communications LLP, a multi-disciplinary health communications and market access group, and subsequent merger of OPEN Health with its existing portfolio company, Peloton Advantage, LLC, a leading provider of medical communications services to Medical Affairs departments at pharmaceutical, biotechnology, and medical device companies. Petsky Prunier previously advised Peloton on its growth investment from Amulet earlier this year.



OPEN Health is a multi-disciplinary health communications and market access group, operating within four core business areas: Medical Communications; Patient and Brand Communications; Value, Informatics, and Evidence; and Consulting and Commercialisation. OPEN Health was formed in 2011 and works across a broad therapeutic range, with a strong focus on oncology, rare diseases, and specialist medicines.

Peloton is a medical communications company specializing in strategic publication planning and associated content development for medical education programs. Peloton's teams support US and global accounts for large and small pharmaceutical, biotechnology, and medical device companies, contributing to the success of more than 100 products spanning all major therapeutic areas.

The merger of OPEN Health and Peloton provides strong strategic, geographic, therapeutic, and management synergies. The combined entity will provide a wider range of services to current clients, including 90% of the world's top 40 pharmaceutical companies, and will allow for geographic expansion of core competencies on



both sides of the Atlantic and beyond. Post merger, the company will operate in seven locations across three continents with approximately 520 employees. OPEN Health's chief executive officer, David Rowley, will continue to serve as the combined company's CEO and will be supported on the executive team by Sandy Royden, co-founder of OPEN Health, and Peloton's co-founders, Carolyn Clark and Dr. Michael McLaughlin. Amulet is committed to supporting the company's continued development and expansion both organically and through thoughtful mergers and acquisitions.

Amulet Capital Partners, LP is a middle-market private equity investment firm based in Greenwich, Connecticut, focused exclusively on the healthcare sector. The firm seeks to achieve long-term capital appreciation through privately negotiated investments in companies. Amulet focuses on those segments it believes have the most attractive long-term fundamentals with a target investment size generally between \$25 million to \$150 million. Amulet's investment team has approximately 50 years of private equity experience.

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

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, e-commerce, 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

###