

TRANSACTION ANNOUNCEMENT

Canaccord Genuity Advises Healthwise on the Sale of its Operating Assets to WebMD

Healthwise's current operating assets will become part of WebMD Ignite, creating an industry-leading healthcare growth and engagement platform serving 650+ healthcare organizations

Canaccord Genuity has advised patient and member health education and engagement company Healthwise on the sale of its operating assets to WebMD Health Corp., an Internet Brands company and a leader in health information services for consumers, physicians, and other healthcare professionals.

Healthwise, a leader in evidence-based health education, technology, and services, is a nonprofit organization with a mission to help people make better health decisions. Throughout its 48-year history, people have turned to Healthwise's award-winning content more than two billion times to learn how to do more for themselves, ask for the care they need, and say "no" to the care they don't need. With market-leading client satisfaction ratings, Healthwise has earned the trust of major hospitals, electronic medical record (EMR) providers, health plans, care management organizations, and digital health technologies to empower patients and achieve organizational objectives.

Healthwise delivers a powerful offering of consumer health content to help healthcare organizations engage with and educate patients and members in their healthcare journey – ultimately reducing costs of care, while empowering patients and improving quality. This market-leading curriculum forms the backbone of an impressive suite of solutions that enables health systems and health plans to meet patients and members where they are, whether through care management platforms, at the point of care, or digitally through online patient portals.

Healthwise's operating assets — including content, products, technology, client relationships, and certain trademarks — will join WebMD Ignite, WebMD's market-leading healthcare growth and engagement division serving health organizations, healthcare professionals, providers, and payers. WebMD Ignite is transforming the healthcare ecosystem by driving personalization, championing education, and connecting at every touchpoint along the health journey. The addition of the Healthwise assets to Ignite Education will accelerate the combined companies' ability to create engagement solutions that are deeply personalized and that are delivered in the moments that matter.





WebMD's purchase of the Healthwise assets is another step toward improving U.S. healthcare through a vision of improved patient and increased member engagement using relevant, easily understood, and interactive consumer health education. With the acquisition of Healthwise's operating assets, WebMD Ignite will serve more than 650 healthcare organizations with its best-in-class patient education, including more than 50% of hospitals in the U.S. and 85% of the top 20 payers. More broadly, WebMD Ignite will be the largest healthcare growth engagement platform in the country, with more than 500 professionals serving providers, payers, disruptors, and other healthcare organizations.

WebMD, an Internet Brands company, is at the heart of the digital health revolution that is transforming the healthcare experience for consumers, patients, healthcare professionals, employers, health plans, and health systems. Through public and private online portals, mobile platforms, and health-focused publications, WebMD delivers leading-edge content and digital services that enable and improve decision-making, support and motivate health actions, streamline and simplify the healthcare journey, and improve patient care.

The WebMD Health Network includes WebMD Health, Medscape, WebMD Ignite (encompassing Krames, The Wellness Network, and Mercury Healthcare), Jobson Healthcare Information, MediQuality, Frontline, Vitals Consumer Services, Aptus Health, PulsePoint, MedicineNet, eMedicineHealth, RxList, OnHealth, Medscape Education, and other owned WebMD sites. WebMD®, Medscape®, CME Circle®, Medpulse®, eMedicine®, MedicineNet®, theheart.org® and RxList® are among the trademarks of WebMD Health Corp. or its subsidiaries.

Canaccord Genuity, with a team led by Tom O'Connor, served as the exclusive financial advisor to Healthwise.

**We welcome the chance to work with you in the future.
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