

PetskyPrunier

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Petsky Prunier Advises Life Science-Focused Digital Agency Cadient Group on its Acquisition by Cognizant

October 7, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised Cadient Group, a leading digital agency specializing in multi-channel content marketing solutions for the life sciences industry, on its acquisition by Cognizant (NASDAQ: CTSH).



Cadient’s marketing innovations strengthen brand engagement for pharmaceutical, biotechnology, consumer health, and medical device companies. The company’s end-to-end digital capabilities include full-service web, mobile, and social strategy development and execution, as well as immersive experiential marketing solutions. Cadient has successfully productized this broad set of capabilities through proprietary technology applications, expertise, and deep analytics capabilities, enabling the agency to deliver marketing programs tailored for each client. The company was founded in 2002 and is headquartered in King of Prussia, Pennsylvania.

The acquisition further strengthens and expands Cognizant’s digital marketing capabilities. The terms of the transaction are not disclosed.

“Petsky Prunier has been a great transaction advisor. They combine M&A savvy with an impressive understanding of the healthcare technology and marketing services marketplace. Petsky Prunier helped us achieve a transaction with an outstanding strategic partner.”

Stephen Wray, CEO, Cadient Group

A team from Petsky Prunier, led by Christopher French, Sanjay Chadda, and Colleen Filipo, served as exclusive financial advisor to Cadient Group.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm’s mergers and acquisitions and private placements 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. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.

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