

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor | New York, NY 10004
212.842.6020 | www.petskyprunier.com

Contact: Danielle Lindsay
212.842.6029
dlindsay@petskyprunier.com

Petsky Prunier Advises BioPharm Communications on its Sale to Omnicom Health Group

May 31, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised BioPharm Communications, a leading communications agency that specializes in proprietary, multi-channel marketing programs to physicians and healthcare practitioners for pharmaceutical and biotechnology clients, on its sale to Omnicom Health Group, the largest healthcare marketing and communications group in the world, and part of Omnicom Group Inc. (NYSE: OMC). BioPharm was a portfolio company of Greenwich, CT-based private equity firm Southfield Capital.



Established in 2005 in New Hope, Pennsylvania, BioPharm serves 17 of the 25 largest pharmaceutical companies in the world. With advanced analytic capabilities, BioPharm creates customized campaigns that enable healthcare clients to effectively target their desired audiences, and to engage them with impactful content and relevant clinical information.

Long-time industry veterans and BioPharm co-founders Jeff Persinger and Daniel Egeland will continue in their leadership roles as president/CEO and EVP/chief sales and marketing officer, respectively. In addition, other key executives will maintain their current operating roles, including chief strategy officer Norm Phillips, chief operating officer Steve Carickhoff, and head of analytics Lars Nordmann.

Omnicom Health Group is a global collective of communications companies with more than 3,200 dedicated healthcare communications specialists. It provides marketing services to the health and life-science industries through a combination of

specialized agencies, customized client solutions, and collaborations with other Omnicom network agencies. Organized around four customer groups – healthcare professionals, patients, payers, and medical, evidence, and regulatory stakeholders – Omnicom Health Group serves more than 100 clients in 55+ offices worldwide.

A team from Petsky Prunier, led by Christopher French, Sanjay Chadda, and Anil Kuruganti, served as exclusive financial advisor to BioPharm Communications and Southfield Capital.

“Petsky Prunier ran a very robust sales process for us. Their deep healthcare domain expertise, coupled with intimate knowledge of the potential buyers’ investment priorities, resulted in numerous compelling offers from

leading strategic companies and private equity firms. With their committed and engaged senior level support from start to finish, Petsky Prunier exceeded all of our shareholders' expectations and found the ideal partner for our business.” – Jeff Persinger, President & CEO, BioPharm Communications

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition advisory and private placement capital raising 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 with investment bank The Mountain Capital Group in China, as well as Allegro Advisors and o3 Capital in India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

###