

Petsky Prunier Advises Katch on the Sale of Its Over 65 Health Insurance and Life Insurance Customer Acquisition Business, Including Healthplans.com, to MediaAlpha

October 17, 2017 (New York, NY) — Petsky Prunier is pleased to announce it has advised Katch, an advertising technology company that enables brands to target and bid on vertically-focused, in-market website visitors as they shop online, on its sale of its Over 65 Health Insurance and Life Insurance customer acquisition business, including Healthplans.com, to MediaAlpha, a portfolio company of White Mountains Insurance Group (NYSE:WTM).

OCTOBER 2017

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PetskyPrunier
INVESTMENT BANKERS

“Petsky Prunier has been a highly valued partner to the business as we continue to grow. Their work in this process was exceptional.”
Patrick Quigley, Chief Executive Officer, Katch

Healthplans.com is the leading website for consumers shopping for health coverage. Since its launch, the business has reached 90% of consumers searching for a health insurance plan online and has helped 35 million people connect with carriers and brokers to find plans for their families. Eight of the top 10 national carriers partner with Healthplans.com for customer acquisition. Healthplans.com has been recognized as one of the 100 Fastest-Growing Companies in Los Angeles for the last three years in a row by the *Los Angeles Business Journal*.

Katch, which provides brands invitation-only exchanges where advertisers target and bid on in-market website visitors as they shop, will continue to both license and operate real-time bidding platforms across other verticals, including auto insurance and mortgage. The company was recently recognized as one of the fastest-growing advertising technology company with revenue of more than \$100 million in North America by *Inc.* magazine’s Inc. 5000.

MediaAlpha is an advertising technology company. It operates transparent and efficient exchange platforms that facilitate real-time transactions between advertisers and publishers of performance media (i.e., clicks, calls and leads) for a range of insurance verticals.



Petsky Prunier, with a team led by Sanjay Chadda and Marc Flor, served as exclusive financial advisor to Katch.

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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