

Petsky Prunier Advises Peloton Advantage on its Growth Investment from Amulet Capital Partners

February 26, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Peloton Advantage, LLC, a leading provider of best-in-class, clinically-focused strategic consulting and scientific communication advisory services to pharmaceutical, biotechnology, and medical device companies, on its growth investment from Amulet Capital Partners, a middle-market private equity investment firm focused exclusively on the healthcare sector.



“We chose Petsky Prunier for their significant transaction velocity, deep industry knowledge, and unparalleled access to knowledgeable healthcare investors. We were presented various transaction options, and Petsky Prunier worked closely with us to ensure that we picked the right partner.”

Carolyn Clark, Co-Founder and President
Michael McLaughlin, Co-Founder and Chief Scientific Officer

Founded in 2005, Peloton is a medical communications company specializing in strategic publication planning and associated content development for medical education programs. The company is highly regarded by its clients and is viewed as a quality provider with strong therapeutic expertise, as well as outstanding project and account management capabilities. Peloton supports US and global accounts for large and small clients, contributing to the success of more than 90 products spanning all major therapeutic areas.

The growth in Peloton’s business reflects an increased emphasis within the broader Medical Affairs industry on Health Economics and Outcomes Research (HEOR). The partnership with Amulet will help accelerate Peloton’s efforts toward building an industry-leading HEOR department, a significant expansion opportunity for the company. With support from Amulet, Peloton will also enhance current offerings, including its innovative digital solutions, expand service offerings into adjacent business lines, and broaden its geographic footprint to serve clients more effectively.

Amulet Capital Partners is a middle-market private equity investment firm based in Greenwich, CT, focused exclusively on the healthcare sector. The firm



seeks to achieve long-term capital appreciation through privately negotiated investments in companies. Amulet Capital Partners 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. The firm's investment team has approximately 50 years of private equity experience.

Petsky Prunier, with a team led by Christopher French, John Prunier, Anil Kuruganti, and Lexia Schwartz, served as exclusive financial advisor to Peloton. The Petsky Prunier healthcare team has enjoyed strong continuing success, completing 20 transactions since the beginning of 2014.

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.

For further information: Amy LaBan, 212-842-7126, alaban@petskyprunier.com

###