

## Petsky Prunier Advises Publicis Groupe on its Sale of Publicis Health Solutions to Altamont Capital Partners

**February 11, 2019 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Publicis Groupe [Euronext Paris FR0000130577, CAC 40] on the sale of Publicis Health Solutions (PHS), its pharmaceutical contract sales and commercialization unit, to Altamont Capital Partners.



PHS, which was previously housed under Publicis Groupe’s healthcare solutions network Publicis Health, is a leader in customized, live channel healthcare sales, service, and clinical solutions for pharmaceutical, biotechnology, medical device, and diagnostics companies. The business offers these services through a range of brands, including Publicis Touchpoint Solutions, PDI, Tardis Medical, Phrequency, and CustomPoint Recruiting.

As a standalone company with Altamont’s support, PHS will invest to broaden its capabilities and enhance its strategic partnership to help clients navigate increasingly complex market demands. The business will also soon rebrand its services to unite its existing businesses under one name that will reflect the integrated offering and forward vision of the company.

As part of the transaction, Michael Griffith, an Altamont operating partner, will join the PHS leadership team. Griffith is an industry veteran with more than 20 years of experience running businesses that provide agency-regulated outsourced services to pharmaceutical clients, most recently as executive vice president of inVentiv Health and president of its Commercial Division.

Publicis Groupe is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), Publicis.Sapient (SapientRazorfish & Sapient Consulting) and Publicis Health. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.



Altamont Capital Partners is a private investment firm based in the San Francisco Bay Area with more than \$2.5 billion of assets under management. Altamont is focused on investing in middle market businesses where it can partner with leading management teams to help its portfolio companies reach their full potential. The firm's principals have significant experience building business success stories across a range of industries, including healthcare, consumer/retail, industrials, and financial services.

Petsky Prunier, with a team led by Christopher French, JP Michaud, and Anil Kuruganti, served as the exclusive financial advisor to Publicis Groupe.

---

#### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, e-commerce, 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](mailto:alaban@petskyprunier.com)

###