

MEDICAL COMMUNICATIONS AND MARKETING AGENCY

Deal snapshot

- Oaklins' media specialist team in New York acted as the exclusive financial advisor to the shareholders of Symbiotix, Inc. in the sale of the company to Havas Health, Inc., a world leading healthcare marketing network and a subsidiary company of Havas.
- Symbiotix was founded in 1998 by its principals Tim and Jo Ann Rice. The company's headquarters are in Lexington, Kentucky, but around 40 percent of its staff is deployed in field offices near clients' locations in California, Illinois, Pennsylvania and the New York Tristate area. Symbiotix is a specialized medical communications and marketing agency that leverages science through distinctive programming aimed at healthcare professionals.
- Havas Health is making this very important strategic acquisition to further help them meet the growing demands of medical education across their US clients, especially in the regions in which Symbiotix has a strong field presence. The Havas Health network continues to be key to Havas group's worldwide success.



What our client said

Tim Rice, CEO, Symbiotix, Inc., USA

"We are proud to be joining the Havas group. This is an enormous opportunity for the talented Symbiotix team and our clients. We are committed to driving the market forward in partnership with the entrepreneurial spirit of the Havas team and expanding our footprint at the intersection of science and strategy. We are especially excited about their commitment to a long-term professional partnership between our organizations, their desire to retain the spirit and energy of Symbiotix, and their support of the communities we serve."

Our role in the transaction

- Oaklins' media specialist team in New York originated the deal.
- The team worked with management to define the marketplace positioning for Symbiotix Inc. and prepare the offering memorandum and other materials.
- Over 90 prospective buyers were contacted.
- The team led discussions with all parties and negotiated the deal with Havas Health.



Market trends and deal drivers

- Rising growth is predicted in personalized medicine over the next 10 years.
- The increase in biotechnology firms developing chemical compounds requires converting scientific and medical concepts into language that can be communicated both to healthcare professionals and consumers.
- The implementation of the Affordable Care Act (ObamaCare).
- There will be increasing competition among large agencies for healthcare communications assets.

M&A valuation aspects

- The company's team includes PhDs, PharmDs and other highly skilled medical and communications professionals.
- Symbiotix sales channels include some of the fastest growing and most desirable segments of the pharmaceutical industry.
- An excellent succession plan is in place for long-term management of this fast-growing agency.

Oaklins industry experts



✉ **Kenneth Karpay**, Managing Director, Oaklins, USA

Ken was a key member of the team that led the Symbiotix transaction. He has been involved in a wide range of healthcare media and related business and consumer media for over three decades, both as senior executive and as a consultant on strategy and business development. His clients include United Business Media (healthcare division), GE Healthcare (electronic medical records group), Johns Hopkins Medicine (medical systems), Med-IQ, Pri-Med (medical education) and Quantified Care (mobile healthcare app).



✉ **John Kaiser**, Managing Director and advertising & marketing expert, Oaklins, USA

John has considerable operational experience in advertising & marketing, and has led many agency and marketing transactions during the last five years.

OAKLINS HAS CLOSED 78 DEALS IN MEDIA IN THE LAST 5 YEARS

Oaklins is the world's most experienced mid-market M&A advisor, with 700 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.