



Oaklins

MJH deal with Informa is transformative

DEAL FLASH | HEALTHCARE | MARCH 2019

DEAL SNAPSHOT

MJH Associates, Inc. (MJH) has acquired major market media assets from the UBM Life Sciences Group of Informa PLC.

MJH is one of the fastest-growing privately held medical media companies in the US dedicated to delivering trusted healthcare news across multiple channels. MJH combines the reach and influence of its powerful portfolio of digital and print product lines, live events, educational programs and market research with the customization capabilities of a boutique firm. Clients include world-leading pharmaceutical, medical device, diagnostic and biotech companies. The acquired brands align well with the client's existing portfolio and positions it for exceptional future growth both organically and inorganically. This transaction provides MJH with a platform for even more robust top- and bottom-line growth.

UBM Life Sciences Group's assets include iconic multimedia platforms in the healthcare, animal care, pharma sciences and dental fields, as well as three pre-eminent veterinarian conferences.

Informa is a leading international exhibitions, events, information services and scholarly research group with annual revenues approaching US\$4 billion.

“The strategic purchase of UBM Life Sciences’ media assets leaves no question that MJH is dedicated to remaining at the forefront of delivering trusted healthcare information now and into the future. It furthers our overall commitment to providing diverse stakeholders — from providers to patients to caregivers — with access to trusted and timely resources to help inform care and optimize outcomes.”

MICHAEL J. HENNESSY JR.
PRESIDENT, MJH ASSOCIATES INC., USA

MJH ASSOCIATES INC. CREATES THE **LARGEST PRIVATELY HELD MEDICAL MEDIA COMPANY** IN THE US

One of our TMT teams in New York acted as the exclusive M&A advisor to MJH in this transaction, which was closed in January 2019, working in collaboration with the client's internal financial and strategy team and external financial and legal advisors. The specialist team was retained by MJH to secure a “transformative acquisition” of a major media business.



MARKET TRENDS & DEAL DRIVERS

People are living longer, experiencing more healthcare challenges and seeking additional medical care to extend the length and quality of their lives.

Overall spending on healthcare globally and in the US is projected to continue to grow.

Drug manufacturers – pharmaceutical and biotechnology companies – continue to bring new products to the market. Many of the newer products are complicated and their benefits are sometimes difficult to understand. Information specially developed for physicians, the gatekeeper in this process, is required to advance the drug development pipeline.

In addition, consumers and caregivers are actively seeking information to help them understand medical conditions and treatments.

M&A VALUATION ASPECTS

The transaction included a wide range of UBM healthcare media assets – print magazines, websites, email newsletters – across numerous healthcare media markets and segments.

The valuation was driven by the high-profile nature of some of those assets, but also by the limited way some of the properties had been migrated to a digital environment in terms of their content and the revenues generated.

The price paid was reported by Informa as in excess of US\$100 million, but the exact figure and the multiple are confidential. The price was based on a TTM multiple.

OUR INDUSTRY SPECIALISTS



✉ **ROLAND A. DESILVA**

Chairman and Managing Partner

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Roland has completed more than 150 transactions in the media sector for companies such as Primedia, Petersen Publishing, Scholastic, CurtCo Freedom Group, Freedom Magazines, MultiMedia HealthCare, Media/Communications Partners, International Thomson Business Press, Hanley Wood and VNU.



✉ **KENNETH KARPAY**

Managing Director

New York, USA
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Ken has been involved in a wide range of healthcare media and related business and consumer media for over three decades. His clients include GE Healthcare (electronic medical records group), Johns Hopkins Medicine (medical system), Med-IQ, Pri-Med (medical education) and Quantified Care (mobile healthcare app).



✉ **JACK NOBLE**

Partner

New York, USA
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Jack's areas of expertise cover digital media, advertising and marketing services, and publishing. Recent transactions include the sales of TV Guide Magazine to NTVB Media and Parade to Athlon Media Group; The Hedge Fund Law Report's acquisition by Mergermarket; the sale of The Deal LLC to TheStreet, Inc.; and Condé Nast's divestiture of its Fairchild Books division to Bloomsbury Publishing.

“This acquisition rounds out a very robust portfolio of healthcare franchise assets. There is no other privately held media company that serves such a wide array of stakeholders in healthcare. We were very proud to represent MJH in this dynamic transaction.”

ROLAND A. DESILVA

CHAIRMAN AND MANAGING PARTNER, OAKLINS, NY, USA

OAKLINS HAS CLOSED 355 DEALS IN HEALTHCARE

Oaklins is the world's most experienced mid-market M&A advisor, with 800 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.

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