



SkilaMederi

Skila and Mederi Announce merger

Combination creates a unique pharma analytics software company

Morris Plains, NJ and Frankfurt, Germany – March 28, 2012 – Skila, a leading provider of fully managed “Solution as-a-Service” (SaaS) product launch and key opinion leader (KOL) management to pharmaceutical companies and Mederi AG of Frankfurt, Germany, a leading provider of pharmaceutical analytics and social network intelligence to life sciences companies, have announced their merger. Skila’s solutions have been deployed in 61 countries, supporting numerous global brands, with more than 10 million user interactions and customers that include several of the top pharma companies.

Mederi is a leading provider of social analytics to the life sciences industry. Over the last six years, Mederi has created the globally leading information and analytics platform to explore healthcare networks and derive strategic and operational advice. Mederi’s clients are more successful in achieving regulatory approval, reimbursement and local brand uptake.

The new company will be called SkilaMederi and will become a leading provider of social analytics and launch management solutions for pharmaceutical companies. The SkilaMederi offering provides information on payer networks and tracks awareness towards brands and key concepts for reimbursement decisions. Based on the unique combination of information technology and strategic consulting, SkilaMederi will put the knowledge of thousands of local experts and virtually unlimited computational resources at the fingertips of every brand manager - delivering proven impact on the valuation of pharmaceutical pipelines.

Drew McCartney, Chief Executive Officer of SkilaMederi, said “by blending industry-leading stakeholder information, analytics and strategic advisory services with state-of-the-art technology and business process services, life science companies will experience an unparalleled ability to make better decisions more rapidly. The larger organization of SkilaMederi will eclipse past successes with their business intelligence approach that come together effectively at the customer’s doorstep.”

According to Kilian Weiss, Mederi’s CEO, “the merger brings together an incredible value proposition, providing a full spectrum of products and services that will accelerate the way pharma and biotech companies do business. Skila has a marquee customer base and very little overlap with Mederi’s and the merger creates significant cross marketing opportunities for both companies.” Simon Mason, President of SkilaMederi US commented, “providing our clients with a three dimensional view of key sentiment and relationship analysis, combined with the means to manage cause and effect, is a brand uptake tool of unprecedented power.”

“The combination with Mederi expands the growth potential of the combined company,” says Harold S. Blue, Managing Partner of BelHealth Investment Partners L.P., and Chairman of the Board of SkilaMederi. “Mederi’s social analytics platform is a new and exciting way for pharma

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companies to leverage the rapidly growing influence of social media in today's business atmosphere."

SkilaMederi will have a global presence with facilities in Frankfurt, Germany; Lviv, Ukraine; and headquarters in Morris Plains, New Jersey.

About SkilaMederi

SkilaMederi, is a global technology and services company specializing in knowledge and effectiveness solutions for the healthcare industry. The company's solutions address the broad needs of global marketing, medical, market access, executive and alliance management teams. These solutions include a unique methodology, robust technology and key services for effectively managing global product launches, key opinion leader relationships, network intelligence, market access / managed care, business performance, competitive intelligence, and key partnerships and alliances in the pharmaceutical marketplace.

To learn more about the two companies please visit www.skila.com and www.mederi.net

About BelHealth Investment Partners

BelHealth Investment Partners ("BelHealth") is a private equity buyout fund founded in 2011 targeting investment opportunities exclusively in the healthcare industry. BelHealth acquires control positions in healthcare companies that the BelHealth team believes could benefit from the vast entrepreneurial and operating experience that BelHealth can deliver. Applying an active, hands-on approach to governance, BelHealth utilizes its experience to drive revenue and profit growth and achieve superior returns for its investors.

For more info, visit www.belhealth.com.

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