



# Acquisition of AMC Media sets the stage for Formedics' next chapter

DEAL FLASH | TMT, HEALTHCARE | OCTOBER 2024

## DEAL SNAPSHOT

**AMC Media Group, a healthcare professional (HCP) community platform that enables medical associations and key opinion leaders (KOLs) to drive engagement and monetization through their specialty digital properties, has been acquired by Formedics, an HCP community and engagement platform that is home to Physician's Weekly and OncWeekly.**

AMC Media Group offers business development, digital advertising and healthcare publishing services to medical experts across the US. Its mission is to activate peer connections that facilitate HCP learning while helping brands access key audiences.

Formedics is an HCP community and engagement platform that supports and connects healthcare professionals wherever they practice medicine or choose to learn. In addition to its leading HCP network, Formedics' groundbreaking AI/ML technology unlocks unrivaled healthcare targeting and engagement for pharmaceutical and life science brands. The Formedics properties now include Physician's Weekly, Figure 1, OncWeekly and AMC Media Group.

"This was a highly complex and ultimately nuanced sale. It took a strong understanding of the peer-to-peer space as well as the broader HCP marketing environment. We are very happy with the outcome and appreciate the efforts of the Oaklins DeSilva+Phillips team."

**JC LANDRY**  
PRESIDENT  
AMC MEDIA GROUP  
UNITED STATES

## OAKLINS' ROLE IN FACILITATING THE DEAL WAS VITAL TO ITS SUCCESS

Oaklins DeSilva+Phillips served as the exclusive financial advisor to AMC Media Group on the transaction. This deal emphasizes their deep sector expertise in advising digital media businesses, specifically those within the healthcare communications & technology industry.

## MARKET TRENDS & DEAL DRIVERS

AMC was always in a unique, profitable position due to its association partnerships. These are, generally, difficult to sign and complex to manage. Reaching HCPs by specialty through a trusted overarching brand is strongly desired by the pharma industry. However, as generations of doctors have now been raised on social media, there is a growing subset that prefer to get messaging from their peers. This peer-to-peer connection is powerful and increasingly being used by KOLs to communicate with their relevant MD community. With its own acquisition of Mashup, AMC has grown this capability into a fast-growing part of its business.

## M&A VALUATION ASPECTS

The preponderance of AMC's revenue comes from their association partnerships. This was a stable source with a good margin and was growing at a moderate rate. Their peer-to-peer activity was much newer but still expanding at a significant clip. Many buyers looked to purchase only that part of the business at a strong multiple of EBITDA but the overall enterprise value of the business would have been less than that for the whole company. In the end, the buyer paid a strong overall multiple for the blended EBITDA.

## TALK TO OUR ADVISORS



✉ **PAUL SLAVIN**

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Paul focuses on advising publishing, marketing, healthcare and data services companies, both traditional and digital, as he leads Oaklins' healthcare communications & technology and book publishing teams.



✉ **JON GUTTENBERG**

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Jon is a highly experienced dealmaker who specializes in media, marketing services, adtech, events, healthcare, consumer products, education and technology. He has closed numerous M&A transactions across all of these sectors.

“The acquisition of AMC advances Formedics’ powerful suite of HCP marketing tools, which will enhance physician knowledge and, consequently, patient outcomes.”

**PAUL SLAVIN**  
MANAGING DIRECTOR, OAKLINS DESILVA+PHILLIPS

**OAKLINS HAS CLOSED 1,288 DEALS IN TMT  
AND 495 IN HEALTHCARE**

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