

CASE STUDY

M&A TRANSACTIONAL ADVISORY



PROPHASE LABS, INC. (NASDAQ: PRPH)

Prophase Lab's Inc. manufactures, markets, and distributes a range of homeopathic and health care products to general public in the United States. The company also engages in the research and development of over-the-counter drugs and natural base health products with supplements, personal care, and cosmeceutical products. Its flagship brand is Cold-EEZE® and its principal product is Cold-EEZE® cold remedy zinc gluconate lozenges, proven in clinical studies to reduce the duration and severity of symptoms of the common cold. The company was formerly known as The Quigley Corporation. ProPhase Labs, Inc. was founded in 1989 and is headquartered in Doylestown, Pennsylvania.

MYLAN N.V. (NASDAQ: MYL)

Mylan is a global pharmaceutical company committed to setting new standards in healthcare. Working together around the world to provide 7 billion people access to high quality medicine. It offers a growing portfolio of more than 2,700 generic and branded pharmaceuticals. Mylan markets its products in more than 165 countries and territories.

HOW BOURNE ADDS VALUE

Bourne Partners provides strategic and financial advisory services to clients throughout the business evolution life cycle. We play an active role in helping businesses grow and maximize outcomes by creating long-term, profitable relationships that extend beyond single transactions. It is our focus on relationships and results that has yielded us an impeccable track record of client satisfaction.

OBJECTIVE

ProPhase engaged Bourne Partners to act as its exclusive financial advisor to find an acquirer and maximum shareholder value in the sale of its cold remedy brand, Cold-EEZE®.

PROCESS

Bourne Partners utilized its deep industry relationships and knowledge to market, solicit interest, negotiate, and drive the sale of Cold-EEZE® to a timely close.

RESULT

After running a targeted sales process, Bourne Partners, achieved maximum value in its \$50 million sale of Cold-EEZE® to Mylan N.V. Under the terms of the agreement, Mylan, through its U.S. OTC subsidiary, will purchase substantially all of the assets and other rights relating to the Cold-EEZE® brand, including all U.S. businesses and U.S. and international trademarks.



“ I highly recommend Bourne Partners as a sell-side advisor in the consumer health space. Their deep industry knowledge and extensive relationships were critical in maximizing the value of the sale of our flagship brand, Cold-EEZE Cold Remedy. ”¹

- Ted Karkus, Chief Executive Officer, ProPhase Labs, Inc.

¹ This testimonial may not be representative of the experience of other customers and is no guarantee of future performance or success