



First Analysis acted as the exclusive financial advisor to BHS in its partnership with ReviveHealth and Eir Partners

CHICAGO – March 12, 2024 – First Analysis acted as the exclusive financial advisor to BHS, a provider of comprehensive mental health solutions through employee and student assistance programs, in its partnership with ReviveHealth and Eir Partners. The terms of the transaction were not disclosed.

For over four decades, BHS has established itself as a trusted provider of high-touch mental health and well-being solutions focused on bettering lives and driving desired outcomes for its diverse range of clients. By joining the Revive alliance, BHS bolsters the alliance's mission of addressing holistic health needs one individual at a time, empowering them to take control of their healthcare journey.

Dawn Motovidlak, president of BHS, said: "We are thrilled to join ReviveHealth and leverage its expansive resources and expertise. The First Analysis team understood how critical it was for us to find the right growth-focused partner to deliver a more comprehensive and fully integrated solution. We are thankful for their expertise and guidance throughout this process."

First Analysis focuses its advisory services on high-growth, entrepreneur-driven companies like BHS. The First Analysis team worked closely with the founder and management team to optimally position the company and find the best partner to help BHS to continue to achieve its objectives. First Analysis was actively engaged throughout the transaction process, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

About BHS

As a trusted provider of high-touch mental health and well-being solutions, BHS is focused on bettering lives and driving desired outcomes for its customers. With over 40 years of experience, BHS has provided long-standing, comprehensive programs to employers and their employees, higher education institutions and their students, unions/associations and their members, healthcare systems and their patients and communities and their residents. Since its inception, BHS has been committed to providing high-quality clinician-led experiences, as evidence proves that a human-to-human approach leads to better participant results and more

Industry:

Healthcare IT

For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:

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substantial customer outcomes. BHS is dedicated to guiding individuals to the right resources at the right time and enhancing their health, productivity, and safety while simultaneously improving the culture, performance, and profitability of the organizations it serves. Helping people and organizations is BHS's priority and passion. Learn more at www.BHSONline.com.

About ReviveHealth

Revive is driving the Virtual First healthcare revolution, building the first comprehensive, fully integrated virtual healthcare ecosystem: physicians, nurses, counselors, pharmacists and medications. Revive's concierge virtual care is available through employers, universities and associations as a health benefit. Employees and members receive care and medications free of charge, without deductibles or copayments. Learn more at www.revive.health.

About Eir Partners

Eir Partners is a Miami-based private equity company focused exclusively on healthcare technology and tech-enabled services. Eir has completed or partnered on over \$5.5 billion in healthcare technology transactions across payer, provider, employer and pharma tech since its inception in 2015. The firm has been involved in several large-scale health tech companies. Targeted stages of investment include growth equity through control buyouts. Learn more at www.eirpartners.com.

About First Analysis

Founded in 1981, First Analysis has a 43-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our research and investing activities to deliver value to clients across the life cycle of a business. Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including merger and acquisition advisory, growth financings and private equity recapitalizations. For more information, please visit www.firstanalysis.com.