

**DATE**

October 07, 2015

**SECTORS**

Healthcare

**DEAL TYPE**

M&A Advisory

Asia Access

**DEAL LOCATIONS**



**DEAL TEAM**



**Hiroo Makino**

Managing Director

# DC Advisory advised SMS Co., Ltd. and Mitsui & Co., Ltd. on its acquisition of MIMS group



MIMS is a leading provider of trusted, quality medicine information and knowledge services. The business is headquartered in Singapore and serves healthcare professionals and pharmaceutical companies across the Asia-Pacific region.

The international DC Advisory ("DC") team had in-depth knowledge of MIMS and its core markets as well as existing relationships with Axio and Electra. Working across London, Tokyo and Singapore, DC identified the potential buyer universe for the business.

Recognising that MIMS would be a perfect strategic fit for SMS Co. ("SMS") and Mitsui & Co. ("Mitsui"), DC introduced them to the company.

In June 2015 DC was engaged to advise both parties on the acquisition.

Following a highly competitive auction, the board of AXIO agreed to sell MIMS to SMS and Mitsui for \$250 million.

The transaction signed and completed on 7 October 2015.

I am delighted that we were able to introduce a highly relevant, strategic acquisition to SMS and Mitsui. MIMS' leading reputation, extensive membership base and relationships with pharmaceutical companies will provide a compelling platform for SMS and Mitsui to capture synergies and develop new service offerings

Hiroo Makino  
Managing Director at DC Advisory

This is another exciting example of the emerging trend of Asian strategic acquirers actively pursuing European businesses with an Asian angle. It is the seventh deal we have advised on this year where an Asian strategic has made an acquisition in Europe, demonstrating our ability to unlock this increasingly important buyer group.

Nathaniel Cooper  
Executive Director at DC Advisory