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## **Genstar Capital Announces Strategic Investment in PSKW**

### **Expansion Capital for the Innovation Leader in Pharmaceutical Patient Access & Reimbursement Services**

SAN FRANCISCO – Genstar Capital, a leading private equity firm focused on healthcare, financial services, software and industrial technology, today announced a substantial investment in PSKW, the pharmaceutical industry’s leading provider of patient prescription medication assistance solutions and payment reimbursement services.

Bedminster, NJ-based PSKW is the market leader in providing innovative solutions that expand patient access and affordability for prescription drugs, while improving medication adherence, and driving brand loyalty. From co-pay assistance cards, vouchers and debit cards to leading digital tools and pharmacy adjudication network, PSKW serves as a strategic partner to over 300 pharmaceutical brand teams to drive medication loyalty, compliance and adherence.

PSKW founder Robert Previdi said, “Genstar is a proven partner with a solid track record in helping successful companies like ours move to the next level. This major step in our long-range strategic plan will help us expand our existing services to clients and enable us to increase our investments in new technology and the resources needed to continue to train and hire outstanding professionals. Genstar’s involvement also provides funding for potential acquisitions, which will be important to our ongoing growth and success.”

Roman Margolin, Principal of Genstar, said, “Our partnership with Bob is an example of our firm’s ability to work with talented entrepreneurs who have created successful, growing companies that are poised for significant growth but require additional financial and management resources to fuel expansion. PSKW has been recognized as an industry leader in innovation, client service, and talent development. This world-class management team has led the development of the co-pay card industry and we welcome the opportunity to further accelerate PSKW’s growth.”

This marks Genstar’s first investment from its recently completed Genstar Capital Partners VII, a \$2.1 billion fund.

#### **About Genstar Capital**

Genstar Capital is a leading private equity firm that has been actively investing in high quality companies for more than 20 years. Based in San Francisco, Genstar works in partnership with its management teams and its network of operating executives and strategic advisors to transform its portfolio companies into industry-leading businesses. Genstar manages funds with total capital commitments of over \$5 billion and targets investments focused on selected sectors within the financial services, software, industrial technology, and healthcare industries.

#### **About PSKW**

PSKW is the market leader and innovator in patient access, prescription medication assistance solutions and payment reimbursement services on behalf of pharmaceutical manufacturers. From co-pay cards, vouchers and debit cards supported by leading-edge digital adherence tools, pharmacy adjudication network, Universal Pharmacy Card and Gatekeeper technologies, PSKW works as a strategic partner to brand teams to build loyalty through trial, compliance, and adherence and make prescription medications more affordable for patients.