



## BRASSE CONSULTING, INC.

THE EXPERTS IN ANIMAL HEALTH

Brakke Consulting, Inc. is a leading service provider for the worldwide animal health and nutrition, veterinary and pet products industries. Brakke's core service offerings include:

### Marketing Intelligence

#### Market Research

Our unsurpassed access to data and industry trends makes Brakke the perfect source of information for those interested in bringing a new product or service to market, or evaluating an existing portfolio.

Individualized survey designs, implementations and analyses, as well as syndicated market studies, provide information specifically formulated to meet the needs of our clients.

#### Weekly Electronic Newsletter

*Animal Health News & Notes* is Brakke Consulting's complimentary weekly news summary covering current events and items of interest in the animal health, veterinary, and pet industries. Our newsletter has more than 6,000 subscribers and includes the *Brakke Consulting Viewpoint* in every edition.

#### U.S. Animal Health Industry Directory

Updated annually, Brakke Consulting's *Industry Directory* is available for purchase. There is no charge to be listed. Call the Dallas office for information on ordering and how to be included in the directory.

### Industry Insights

Brakke Consulting presents an overview of the animal health industry each year at the North American and Western Veterinary Conferences. Customized presentations are created for companies upon request.

### Multi-client Market Studies

Brakke Consulting conducts many multiuser studies on a biannual basis. New studies are added as dictated by market interest.

Annual / biannual studies:

- U.S. Flea Control and Heartworm Markets
- Pain Management Products in Dogs & Cats
- Sales Force Effectiveness Study
- Distributor Effectiveness Study

See our website for a comprehensive list of studies available for purchase.

### General Consulting

Our team of industry experts offer the following customized consulting services:

- Strategic Planning
- Executive Counsel
- Product Evaluations
- New Business Development
- Distribution Strategies
- Communications/Marketing

### Recruiting

Offering a variety of options, Brakke Consulting can help you fulfill your recruiting needs. Our recruitment experts have decades of experience in animal health sales and management positions. From our online site, [www.AnimalHealthJobs.com](http://www.AnimalHealthJobs.com), to our customized search assignments, our recruiting team will assist you in attracting exceptional talent at all levels of your organization.

### Transactions

Brakke Consulting has unprecedented experience representing individuals and businesses in a variety of transactions, from the buying and selling of entire companies to selected product lines and emerging technologies. Our systematic approach allows us to find the right partner for emerging technologies and business opportunities.

Our services include:

- Mergers
- Acquisitions
- Divestitures
- Licensing
- Due Diligence



### International Capabilities

Brakke Consulting partners with experienced corresponding consultants in Europe, Australia, Asia and South America to offer consulting services in international markets, including market research, identification of strategic acquisition candidates, and development of business and marketing plans for clients wishing to commercialize their technology in markets outside the USA.

## Corporate Headquarters

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Management Consulting

# THE EXPERTS IN ANIMAL HEALTH

*Achieving Increased  
Growth & Success in a New Business  
Environment*



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