



FOR IMMEDIATE RELEASE

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**Ziegler Advises Vimly Benefit Solutions
On its Strategic Investment from Rubicon Technology Partners**

CHICAGO, IL – FEBRUARY 14, 2024 – Ziegler, a specialty investment bank, is pleased to announce its role as exclusive financial advisor to [Vimly Benefit Solutions](#) (“Vimly” or the “Company”) on its strategic majority investment by [Rubicon Technology Partners](#) (Rubicon).

Vimly Benefit Solutions, a leader in the benefits administration space, has secured a strategic majority investment from Rubicon, a private equity firm based in Boulder, Colo. that is focused exclusively on investing in and growing software companies. Building on Vimly’s momentum as a category leader, the investment will accelerate growth through go-to-market expansion, product innovation, and the pursuit of acquisition opportunities.

Vimly was built on the idea that employee benefits work better when they work together as one solution. Vimly began in 1993 by serving small to mid-sized businesses through Association Health Plans and Multi-employer trusts. Today, Vimly has grown into a world-class benefits technology company, whose platform powers the entire benefits administration ecosystem. Vimly’s solutions simplify and automate the entire process, from benefits acquisition to ongoing administration. The company is uniquely positioned in the market to deliver solutions that support the needs of all stakeholders, including carriers and their distribution partners, consultants, brokers, employers, and employees.

“When considering the complexities and regulations surrounding the administration of benefits, the advantages of modern software solutions is readily apparent. Benefits are fundamental to workforce management and employee retention, but the infrastructure surrounding quoting, enrollment, billing, and payment is highly fragmented. Vimly’s one-stop shop platform is the connectivity point across all stakeholders bringing significant value to the entire benefits administration ecosystem by simplifying and streamlining previously cumbersome processes,” stated Adam Heller, Managing Director in Ziegler’s Healthcare Investment Banking Practice.

“Ziegler’s guidance on the presentation of our business, financials, and growth strategy led us to this great outcome. The Ziegler team was instrumental in helping ensure Vimly’s unique solution and significant momentum in the market were optimally presented. This ultimately led us to finding Rubicon as our next partner,” added Shannon Jurdana, CEO of Vimly.

“I am thrilled to have found the right partner in Rubicon to take Vimly to the next level in our growth and technology strategy,” said Jurdana. “We stand at a significant crossroads today to celebrate our past and boldly step into the next phase of innovation and growth for Vimly. As we continue to enhance our platform, SIMON[®], and expand our offerings, our focus remains steadfast on delivering unparalleled value to our clients and business partners. I am thrilled that we have found a like-minded partner in Rubicon who sees the incredible value Vimly delivers today, and the immense opportunity that lies ahead.”

“Vimly has invested heavily in building an innovative, market-leading, cloud-based platform to help with the most complex benefits administration needs,” said Alex Kleiner, Partner at Rubicon. “The company’s highly differentiated solutions, world-class customer service, and ability to bring full quote-to-card capabilities position Vimly as the industry leader for the next era of benefits administration software. We are excited to partner with the Vimly team.”

Ziegler’s Healthcare Investment Banking team was led by Adam Heller and Grant Chamberlain with support from Natalie Webb, Jack McCall, Milena van der Reis and Mitch Hendrickson.

Ziegler’s Healthcare Investment Banking is focused on delivering best-in-class advisory and financing solutions for companies and organizations across the healthcare industry. In our core practice areas of healthcare services, information technology, hospitals, and senior living. Ziegler is one of the most active M&A firms offering differentiated sell-side, buy-side, recapitalization/restructuring, equity private placement, and strategic partnering services.

About Ziegler:

Ziegler is a privately held investment bank, capital markets, and proprietary investments firm. Specializing in the healthcare, senior living and education sectors, as well as general municipal and structured finance, enables Ziegler to generate a positive impact on the clients and communities it

serves. Headquartered in Chicago with regional and branch offices throughout the United States, Ziegler provides its clients with capital raising, strategic advisory services, equity and fixed income sales & trading and research. To learn more, visit www.ziegler.com.

About Vimly Benefit Solutions:

Vimly Benefit Solutions provides an HRIS SaaS platform that delivers a digital quote-to-card experience for carriers, third-party administrators, general agents, brokers, employers, and employees. Founded in 1993, Vimly is solving some of the most difficult challenges in the industry: complex enrollment, consolidated billing, and platform integrations. For more information about Vimly, please visit www.vimly.com.

About Rubicon Technology Partners:

Rubicon Technology Partners invests in enterprise software companies with proven products and talented management teams to help develop market leadership positions. Rubicon enables companies to adapt to the changing requirements of their businesses as they grow and scale using a set of proprietary processes, best practices, and a portfolio-wide engagement model. Rubicon has over \$3.8 billion in assets under management and is headquartered in Boulder, CO with additional offices in Palo Alto, CA and New Haven, CT. Rubicon's experience, collaborative approach, capital, and culture make it a compelling partner for software companies seeking to accelerate the growth, profitability and strategic value of their platform. For more information, please visit www.rubicontp.com.

Certain comments in this news release represent forward-looking statements made pursuant to the provisions of the Private Securities Litigation Reform Act of 1995. This client's experience may not be representative of the experience of other clients, nor is it indicative of future performance or success. The forward-looking statements are subject to a number of risks and uncertainties, in particular, the overall financial health of the securities industry, the strength of the healthcare sector of the U.S. economy and the municipal securities marketplace, the ability of the Company to underwrite and distribute securities, the market value of mutual fund portfolios and separate account portfolios advised by the Company, the volume of sales by its retail brokers, the outcome of pending litigation, and the ability to attract and retain qualified employees.

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