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FOR IMMEDIATE RELEASE

**MIDCAP ADVISORS CLIENT EMG INSURANCE BROKERAGE ACQUIRED BY
SENIOR MARKET SALES, AN ALLIANT COMPANY**

*Leading National BGA to Benefit from Well-Established Insurance Platform's Proprietary Technology,
Marketing Capabilities and Top Carrier Solutions*

NEW YORK September 2023 – EMG Insurance Brokerage (EMG), one of the nation's oldest and most respected brokerage general agencies (BGA), has been acquired by Omaha-based Senior Market Sales® (SMS), a premier insurance marketing agency. MidCap Advisors, LLC (MidCap) served as the exclusive financial advisor to EMG.

EMG, founded in 1972 as a Texas-based brokerage firm, assists financial advisors in navigating the insurance marketplace by locating the right products for their clients. The BGA supports a national network of more than 3,000 agents across all 50 states. The Company offers life insurance plans, critical illness, long-term care, disability, travel, dental insurance as well as annuities, group benefits, life settlements and Affordable Care Act (ACA) plans.

SMS represents top Medicare Supplement, Medicare Advantage, annuity, life, long-term care, and travel insurance in all 50 states. The firm was founded in 1982 and joined parent firm Alliant Insurance Services in 2020.

“EMG retained MidCap to identify a qualified buyer with the ideal cultural fit while maximizing enterprise value,” said Douglas Hendrickson, Partner at MidCap, who led the deal team along with MidCap Vice Presidents Brandon Bisack and Michael Gorlick, and Analyst Gabriella Walker. “The ideal buyer had to respect EMG’s entrepreneurial vision to operate independently and retain its full staff while availing itself of the advanced technological resources and elevated marketing opportunities an acquisition could provide. SMS checked all the boxes.”

“We are delighted MidCap Advisors facilitated our decision to join forces with SMS and its parent company, Alliant,” said Thomas J. Archer, Founder & CEO of EMG. “While EMG is widely known for its life insurance distribution, we’ve developed strong market share in additional ancillary product offers. We have been keen to further expand in these areas. The added resources of SMS and Alliant aligns with our overarching plan to further elevate our marketplace position for these products.”

About MidCap Advisors, LLC

MidCap Advisors is a New York-based M&A advisory firm providing sophisticated financial advice and M&A transaction services to private companies. MidCap Advisors offers industry-leading analysis that integrates both quantitative and qualitative factors to accurately assess the total value of a transaction, ensuring it meets the client’s definition of success. Over the past 20 years, MidCap has become a recognized leader in insurance M&A and transactional support services. The firm also has extensive M&A expertise in other sectors such as healthcare, manufacturing, business and technology services. The MidCap team’s deep experience as investment bankers has enabled additional focus on due diligence, consulting, and direct investing.

To learn more about MidCap’s insurance M&A experience, visit <https://www.midcapadvisors.com/insurance-experience>.

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