



MPS Limited

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Press Release

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MPS North America LLC Acquires 100% Stake in Unbound Medicine, Inc., USA

Noida, India: MPS North America LLC (“MPS NA LLC”), USA, a wholly owned material subsidiary of MPS Limited, today announced that it has agreed to acquire 100% stake in Unbound Medicine, Inc., a United States-based healthcare technology and medical information company, subject to the terms and conditions set out in the Stock Purchase Agreement and other definitive transaction documents.

Founded in 1999, Unbound Medicine is a well-established provider of digital medical reference, clinical decision-support, and healthcare learning solutions. The company operates proprietary mobile-first and web-based platforms delivering evidence-based medical content to healthcare professionals, academic institutions, and professional associations through a subscription-led institutional business model. Unbound has built a strong footprint across the United States and Canada, serving leading medical schools, hospital systems, and healthcare associations.

The acquisition represents a strategic milestone for MPS Limited, marking its entry into the healthcare and medical information technology segment, a high-growth and knowledge-intensive vertical adjacent to MPS’ core strengths in digital publishing, learning platforms, and technology-enabled content solutions.

The proposed transaction is aligned with MPS’ long-term growth strategy of building platform-led, recurring-revenue businesses and is expected to complement MPS’ existing capabilities in digital content, platform engineering, and technology-enabled knowledge services. The acquisition is also expected to support long-term value creation through revenue diversification, cross-selling opportunities, AI-driven innovation, and a deeper presence in the North American market, which remains a key strategic geography for the Company.

Bill Detmer, CEO of Unbound Medicine, stated:

The combination of Unbound Medicine with the global assets of MPS Limited is an exciting moment in our 26-year history. Since our founding, we have been relentlessly focused on meeting the information and educational needs of healthcare professionals and institutions using the latest information science and technology innovations. By joining forces with MPS, we can now accelerate that mission on a global scale. MPS’ deep technological resources and international reach will allow us to deliver our AI-driven clinical tools to a wider network of learners and practitioners than ever before.

Rahul Arora, Chairman and CEO of MPS Limited, stated:

The acquisition of Unbound Medicine is a transformative milestone in our strategic evolution. By moving directly to the heart of the medical and nursing ecosystems with established institutional relationships, we are taking full control of the value we deliver.

This is a bold market expansion into a sector anchored by resilient, recurring revenue and unrivaled customer stickiness. We see immense potential for revenue synergies by introducing Unbound’s platforms to our global client network while driving capability expansion through our shared expertise. By making the advanced technical resources of MPS Labs available to support Unbound’s proven offerings, we will accelerate our collective innovation and position ourselves as the primary, technology first partner for the global healthcare community.

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About MPS North America LLC (MPS NA LLC)

MPS NA LLC is a wholly-owned subsidiary of MPS Limited that was established in 2013 to serve US-based operations and client services for MPS customers in North America. Most of MPS' acquisitions in the US, including Element, EPS, and TSI, have been completed through MPS NA LLC.

About MPS Limited (MPS)

MPS was established as a subsidiary of Macmillan Limited in 1970 to change how the world learns. Today, MPS is a premier learning and platform solutions provider operating at the intersection of content, technology, and artificial intelligence. The company's unique ability to integrate deep content expertise with advanced platform engineering and AI-driven capabilities allows it to scale rapidly, deepen strategic partnerships, and solidify its role as a preferred partner in the global learning and knowledge ecosystem.

MPS has recently entered a new phase of growth, focused on unlocking synergies across its diverse portfolio of acquisitions. The journey toward Vision 2027 is centered on achieving significant scale through a dual-pronged approach: a market-oriented strategy to drive organic growth, and an enhanced acquisition playbook. This evolution marks a shift from acquiring turnaround assets to investing in high-growth, high-quality businesses at competitive valuations, ensuring sustainable value creation for the long term.

About Unbound Medicine, Inc.

Unbound Medicine, Inc. was incorporated in 1999 in the United States and was founded by Bill Detmer, a physician and medical educator, and Philip Peterson, an information technology pioneer. The company operates in the healthcare and medical information segment, providing digital medical reference and clinical decision-support solutions to healthcare professionals, medical institutions, and academic organizations. Its offerings are delivered through proprietary mobile and web-based platforms and are primarily based on an institutional, subscription-led business model, serving leading medical associations, hospitals, and academic bodies across the United States and Canada.

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