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**eIVF Makes Growth Investment into Artificial Intelligence Platform, Univfy**

**Rockville, MD – December 13, 2021** – Greenberg Advisors (GA) is pleased to announce a growth investment in Univfy by its client, eIVF, a portfolio company of Atlantic Street Capital. GA served as exclusive M&A advisor to eIVF and Atlantic Street Capital.

Univfy is a highly-scalable artificial intelligence (AI) platform that provides scientifically-validated, personalized reports that counsel patients from diverse demographics about their probability of having a baby with in vitro fertilization.

eIVF is a leading fertility-specific software provider that manages every aspect of a fertility practice including: EMR, billing and collections, scheduling, patient communications, clinic and laboratory operations, cryo-storage of sperm, eggs and embryos, biometrics and transactions between practices and pharmacies, laboratories, ultrasound equipment, and finance companies.

“We are very excited to be working with Univfy, whose vision to help fertility centers achieve better clinical outcomes aligns with ours,” said Ashish Shetty, Principal of Atlantic Street Capital. “Univfy is the leader in using AI/ML to improve fertility patients' experience and maximize each patient's chances of having a baby with fertility treatment. We are honored to be a partner in helping to bring the benefits of Univfy's AI/ML technology to more patients and providers.”

Brian Greenberg, CEO of GA, noted, “The potential from this partnership is so exciting, as the parties leverage eIVF's data and technology platform with Univfy's AI-powered predictive capabilities. The collaboration between these businesses will help so many women and couples to reduce costs and increase their chances of success as they navigate their family-building alternatives.”

Terms of the transaction were not disclosed.

**About Greenberg Advisors**

Greenberg Advisors, LLC is an independent investment bank providing world-class M&A and strategic advisory solutions to Business Services and Technology companies in the Revenue Cycle Management (RCM), Healthcare Information Technology (HCIT), Accounts Receivable Management (ARM), and Business Process Outsourcing (BPO) sectors.

Focused on these sectors for over 25 years, the firm's professionals offer a comprehensive, yet highly specialized perspective from which to advise clients, which has resulted in the completion of over 140 M&A, capital raising, valuation, and strategic advisory engagements. These client successes reflect Greenberg's distinct client-first approach, deep sector expertise, objective point of view, and work ethic.

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