

### Kimberly Smith Joins Middle Market Growth Conversations Podcast to Talk About Katten's Survey on PE Investment in Animal Care

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Co-chair and partner of Katten's Mergers and Acquisitions and Private Equity practices, Kimberly Smith, joined the Middle Market Growth Conversations podcast to talk about the findings of Katten's 2020 Private Equity (PE) in Animal Care Survey, which was conducted in May and surveyed both PE investors and animal care operators.

The survey outlined the changing outlook among PE investors towards the animal care industry and how animal care operators' feelings towards PE have changed during the coronavirus pandemic.

Kimberly discussed emerging investment opportunities in the pet care industry and how increased PE investment is impacting the animal care market, from telehealth and practice management to patient engagement and electronic health records, as well as what animal care business owners are looking for from prospective buyers.

"Animal care offers many of the qualities that investors find appealing in human health care. The right targets can provide good recurring revenue, low-risk and compelling valuations," Kimberly said. "Overall growth in the market is leading people to spend ever increasing amounts on animals, including the so-called humanization of pets."

To listen to Kimberly on the podcast, click [here](#).

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