software
expertise
healthcare
databases
networks
business intelligence
strategic marketing
performance
cloud computing
w e b services
services
quality
innovation
pharma
CRM
technology
Saas
usability

cegedim

Activities 2011
Commited to Healthcare Innovation

cegedim.com

Summary

Cegedim, today & tomorrow

Rapid change in the global health economy and its consequences in the form of more stringent financial and safety constraints imposed on the pharmaceutical industry by governments and insurance systems will be reflected in a number of developments in Cegedim's businesses.

Cegedim is currently implementing changes with the aim of speeding up new product development and adapting to the emergence of new businesses, standards and market conditions. Its main challenge will be to succeed in integrating the changing business model of health-related industries, by tapping into the growth these areas will generate in coming years.Cegedim is very well-placed to achieve new and future success.

With the acquisition in the United States of Dendrite, SK&A, and more recently, Pulse, and the significant expansion of activities in Brazil and China, Cegedim has become one of the few international groups specializing in healthcare that has a presence in all the major countries, including emerging economies. Cegedim now has a global infrastructure capable of hosting any type of new application, notably web-based solutions for its customers.

The Group offers a wide range of services, which is constantly being supplemented, thanks to its significant capabilities in terms of technology, know-how and innovation. Computerized CRM services, which are proportional to the number of medical representatives and represent the Group's traditional activities for pharmaceutical companies, today account for only 20% of its total revenue following the growth and proliferation of the services provided by Cegedim.

The CRM services offered to the pharmaceutical industry are becoming increasingly complex and will lead to changes in activities. For example, the number of medical representatives in general practice will fall gradually over the next two to three years. Conversely, the number of specialized users of these services (medical reps in specialist areas, consultants, researchers, etc.) will grow rapidly alongside the requirements of medical professionals for complex information, particularly with regard to all the implications of «market access». These important changes will be particularly beneficial for Cegedim, as it is the only international organization in possession of a worldwide database of healthcare professionals.

New government policies on pharmacovigilance will also create new requirements in Cegedim's priority areas, which are databases of healthcare professionals, longitudinal patient studies, risk-benefit studies for all new products prior to launch, the management of new prescribers, especially in oncology, and management of new purchasers.

One of the new requirements concerns disclosure requirements for health spending, an area in which Cegedim's «reconciliation» service called «Aggregate Spend» is proving very successful in the United States. Cegedim aims to repeat this success in Europe from 2011.

In brief, CRM in the healthcare sector is undergoing radical change, which will lead to the creation of new tools designed specifically for the new requirements of the pharmaceutical industry.

*A*t the same time, the adaptation of management and prescription software used by healthcare professionals, the new need for sharing medical records and the importance of rationalizing relationships between patients and insurers will provide an opportunity for Cegedim to develop new medical and paramedical software.

With the number of healthcare professionals flat, or even down - temporarily - in certain countries, the increasing need for computerization and the establishment of new Group products at international level will serve to fill the gap.

Knowledge of the IT environment in which healthcare professionals operate will also enable Cegedim to become one of the main companies providing services to health authorities for the businesses of the future, such as interoperability and telemedecine, as well as initiatives such as the epSOS project, aimed at establishing patient records at European level for Erasmus students.
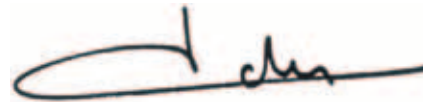
*C*egedim's Insurance, Electronic Payment and Health division should be another major growth driver, thanks to the Group's expertise in providing services to key order placers, meeting their needs for interconnection and computerization and offering support in the area of their changing relationships with health professionals. Here too, the Group's boasts strong growth potential based on its specialized knowledge of the healthcare sector and the convergence of the needs of organizations, pharmaceutical companies, insurers and healthcare professionals.

Cegedim's activities in IT for human resources management, electronic invoicing and the new SEPA procedures for payment transfers are growing rapidly. New customers such as Saint-Gobain, Veolia, Expedia and AXA, as well as other long-standing customers, will represent new sources of growth.

Cegedim aims to continue the strategy that has always been one of its strengths: development through innovation and globally recognized expertise in IT. The Group owes this expertise to the quality of its teams, which have consistently developed highly effective tools. Its know-how has also benefited from a very flexible organization, formed from business units run with a high degree of autonomy by entrepreneurial managers capable of sharing and leveraging the technological excellence of their products in sectors offering strong growth potential.

Strengthened by these paradigm shifts, which are inherent in any business activity, Cegedim has opted to continue investing in order to adapt to these changes more efficiently, so that it is ready to meet the challenges of the 21st century. By leveraging its key strengths and effective and highly-motivated teams, by adapting its products to new requirements and by capitalizing on the bright prospects of its businesses and sectors of activity at international level, Cegedim aims to remain a global benchmark in advanced technologies and IT services in the healthcare sector.

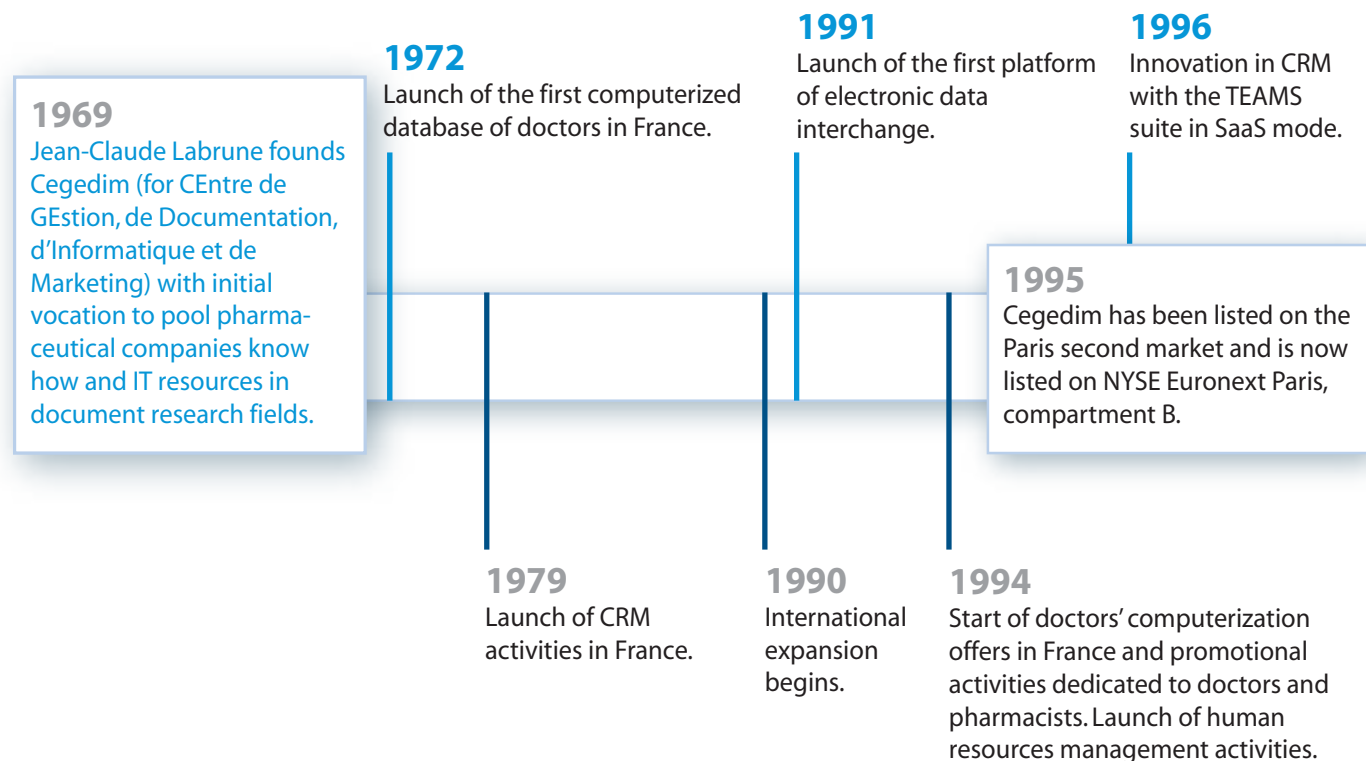*Jean-Claude LABRUNE,*
Chairman and CEO
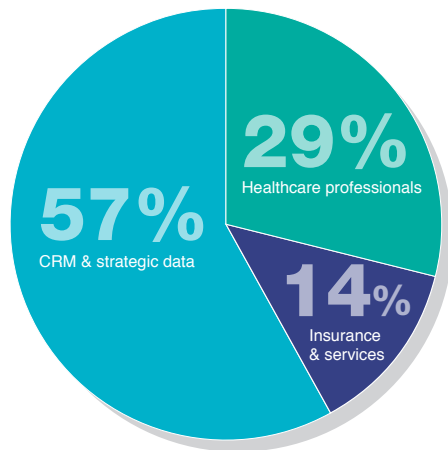
Cegedim Group overview

Founded in 1969, Cegedim is an innovation-led global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data.

Cegedim, more than 40 years of innovation

1969
Jean-Claude Labrune founds Cegedim (for CEntre de GEstion, de Documentation, d'Informatique et de Marketing) with initial vocation to pool pharmaceutical companies know how and IT resources in document research fields.

1972
Launch of the first computerized database of doctors in France.

1991
Launch of the first platform of electronic data interchange.

1996
Innovation in CRM with the TEAMS suite in SaaS mode.

1995
Cegedim has been listed on the Paris second market and is now listed on NYSE Euronext Paris, compartment B.

1979
Launch of CRM activities in France.

1990
International expansion begins.

1994
Start of doctors' computerization offers in France and promotional activities dedicated to doctors and pharmacists. Launch of human resources management activities.

2010 revenue distribution by sector

57%
CRM & strategic data

29%
Healthcare professionals

14%
Insurance & services

Key information

Founded:
1969

2010 revenue:
927 million of euros

Headcount:
8,500 employees

Presence :
**Over 80 countries,
5 continents**

Listed on NYSE Euronext Paris, compartment B

1997
Launch of the BCB, first electronic drugs database.

2009
Cegedim successfully completed a €180.5 million capital increase to boost its external growth dynamics. The Fonds Stratégique d'Investissement - FSI becomes a Group shareholder.

2010
Cegedim has strengthened its positions in the US market with the acquisitions of SK&A and Pulse.

2011
The Group's international activities represent about 50% of full-year revenue. *OneKey*, the database of choice for healthcare professionals around the world is available in 73 countries.

2007
With the acquisition of Dendrite International, Cegedim becomes the world leader in life sciences CRM.

1999
Computerization of health insurance and mutual companies.

2006
Cegedim revenue exceeds €500 million.

Cegedim values

Cegedim's values are based on a permanent desire for innovation and the optimization of the quality of products and data which are adapted to the business needs of its clients' markets. The demands for innovation, quality and investment for the future are at the heart of the Group's growth strategy and rest on strong values.

"By respecting these values, we ensure, together, our future success."

An agile organization conceived to foster innovation and entrepreneurial spirit

Cegedim Group is organized around business units and autonomous companies, led by responsible entrepreneurs who are able to share and promote the technological excellence of products, in sectors with a strong potential for growth. For most its offers, it looks to provide clients with very complete services that require a high level of professional knowledge and specialization. The technical teams accompany the product from the innovation stage up until the production phase. The product development teams have a perfect knowledge of client needs and of the characteristics of the products offered.

An entrepreneurial culture resolutely focused on client satisfaction

Cegedim's objective is to provide clients with the added value they require at the right price. Strong reactivity and large adaptability to change are possible thanks to human-sized teams which foster communication, transmission of skills and sharing of experience. Cegedim relies on the performance of these teams, which are reactive and motivated, and benefit from short information circuits and rapid decision making, and a large adaptability to change.

Compliance

Cegedim's activities implement sensitive data processing, notably in the pharmaceutical field. Compliance is the source of Cegedim's credibility in the health sector, notably with respect to confidential client data and anonymity commitments. Respect for the regulations in force and strong ethics are the base of Cegedim's development, and contribute in turn to the evolution of each of its guiding principles.

Human resources

Particularly fond of the «Win-Win» principle, the Cegedim Group seeks to create an environment in which its employees can fully develop their skills while actively contributing to the company's performance.

Opportunities for professional advancement

The diverse nature of Cegedim's businesses and its international establishment in 80 countries mean that the Group is able to offer employees development in terms of skills and individual experiences, such as the opportunity to take on new responsibilities.
The Group has been carrying out an active HR policy based on training and in-house mobility and considers professional advancement to be a lever for the motivation and success of its employees.

Advanced infrastructures and technologies

Joining Cegedim means seizing an opportunity to work in an advanced techno-logical environment with rich and varied projects, while growing continuously. Cegedim is based on infrastructures enabling the Group to meet the regional and international challenges and requirements of its customers, with an ultra-fast international network linking its main secured IT centers in France and the USA and the largest R&D structure dedicated to pharmaceutical CRM (connecting more than 800 people).
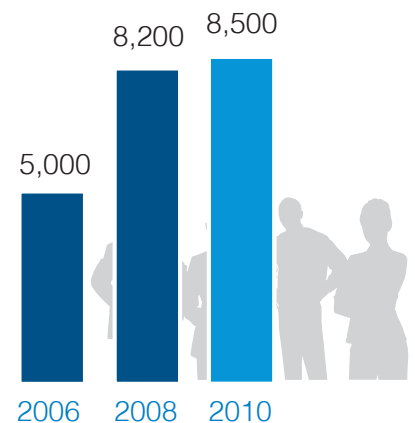
Let's grow together

In support of Cegedim's strategic plans, the company:

• hires several hundreds new employees in France every year, with an increasing willingness to act in favor of the diversity of the company's employees and to enable the handicapped to enter the working place;
• brings aboard a growing number of interns and young employees on trainee contracts;
• recruits internationally through its presence in more than 80 countries around the world.

8,500 employees with 60% abroad

Over 2,100 new employees in 2010.

628 recruitments in France of which 19% are job creations and 16 % are positions filled internally.

2006	2008	2010
5,000	8,200	8,500

Group's activities

Cegedim's skills are divided into three sectors

CRM & strategic data

CRM for the life sciences industry
- Cegedim Relationship Management
Mobile Intelligence - TEAMS Target - Trends
- SK&A

Business Intelligence
- Reportive

Market research studies
- Cegedim Strategic Data

Sales force optimization
- Itops Consulting

Sales statistics for pharmaceutical products
- Gers SAS
- Cegers
- InfoSanté
- Santestat

Medical prescription analysis
- Cegedim Customer Information
Icomed - DocScan - Physician Connect

Corporate databases and associated services
- Cegedim Communication Directe

Printing and package inserts
- Pharmapost

Medical sample management
- Pharmastock
3S - Tracere

Online promotion
- MedExact

Healthcare professionals

Cegedim Healthcare Software

Software for pharmacists
- Alliadis
- Cegedim Rx
- Next Software

Software for doctors and healthcare networks - France
- Cegedim Logiciels Médicaux
International
- INPS
- HDMP
- Millennium
- Stacks
- Pulse

Software for paramedics
- RM Ingénierie

Medication database
- Base Claude Bernard - RESIP

Promotional information
- RNP

Medical financial leasing
- Cegelease

OneKey & other associated databases

Insurance & services

Insurance, electronic payment and health

IT for healthcare insurers
- Cegedim Activ

Flows and electronic payment
- Cetip
- iSanté

Management services
- Hosta

Cegedim e-business

- Cegedim EDI
- Global Information Services
- Hospitalis
- Qualitrans-Telepharma

Other services

Outsourced payroll and human resources management
- Cegedim SRH

Hosting, services and Internet
- Cegedim hosting
- Cegedim Prestation Conseil Outsourcing

The Group's main hosting and R&D centers

Legend:
- ● Hosting centers
- ○ R&D centers

Map labels: London, Warsaw, Bedminster, 100 MB, Chesapeake, Paris (Boulogne), Toulouse, Bangalore, Osaka, Singapore, Auckland

Operations in more than 80 countries

Andorra - Algeria - Argentina - Armenia - Australia - Austria - Azerbaijan - Bahrain
Belgium - Belorussia - Bosnia - Bulgaria - Brazil - Canada - Chile - China - Colombia
Costa Rica - Croatia - Cyprus - Czech Rep. - Denmark - Dom Rep - Ecuador - Egypt
El Salvador - Estonia - Finland - France - Georgie - Germany - Greece - Guatemala
Central America - Honduras - Hong Kong - Hungary - Iceland - India - Indonesia
Ireland - Israel - Italy - Japan - Jordan - Kazakstan - Korea - Kuwait - Latvia - Lebanon
Lithuania - Luxembourg - Malaysia - Malta - Mexico - Monaco - Morocco - Netherlands
New Zealand - Nicaragua - Norway - Oman - Panama - Pakistan - Peru - Philippines
Poland - Portugal - Puerto Rico - Qatar - Romania - Russia - Saudi Arabia - Serbia
Singapore - Slovakia - Slovenia - South Africa - South Korea - Spain - Sri Lanka
Sweden - Switzerland - Syria - Taiwan - Thailand - Turkey - Tunisia - Ukraine
United Arab Emirates - United Kingdom - United States of America - Venezuela
Vietnam...

CRM & strategic data

For the life sciences industry

1

The "CRM and strategic data" sector aims to support healthcare companies in their different commercial and medical operations by providing them with databases, marketing tools and regular or tailored audits.
These different services enable them to optimize their investments by providing the technological tools and necessary data to identify the medical needs of prescribers who normally have to use such services.

Cegedim also provides different compliance services, which lead to a better understanding of the correct use of drugs and ensure the compliance of prescriptions with market authorizations.
Cegedim solutions combine performance and compliance with different Public Health Codes and privacy laws.

In particular, Cegedim offers:

- tools for optimizing information and investment resources for sales and marketing;
- reporting and analysis tools for city and hospital-based sales forces;
- databases and tools allowing for a better knowledge of prescribers;
- tools and research for strategic marketing, operational marketing and monitoring competition;
- tools for measuring performance and promotional investments;
- business intelligence solutions.

Market share:
200,000 users

Presence:
over 80 countries - over 70% of revenue is generated outside of France

The tools and databases of the Cegedim Group, notably with respect to monitoring longitudinal patient studies, place the Group among the global leaders for accurate monitoring of proper usage and pharmaceutical product quality.

CRM for the life sciences industry

Cegedim Relationship Management
(following the successful integration of the Dendrite company, Cegedim Dendrite became Cegedim Relationship Management)

With 200,000 users of its solutions in 80 countries, Cegedim Relationship Management is the global leader in CRM for the biopharmaceutical industry. Drawing on its *OneKey* database, the world's reference for healthcare professionals, Cegedim Relationship Management provides the life sciences industry with a unique portfolio of high value-added solutions in the fields of sales, marketing and business compliance.

Cegedim Relationship Management's solutions are designed to measure and optimize the efficiency of medical promotion in an industry that is constantly changing.

In-house software **35%** *Others*

Pharmaceutical CRM

In-house databases **36%** *Local databases*

Databases for healthcare professionals

OneKey

The *OneKey* worldwide database is the focal point of the Cegedim Group's activities. It now includes more than 7.5 million healthcare professionals and should soon exceed 8 million with the success of the operations launched in China, notably, and the acquisition of the American company SK&A in 2010.

More than 700 collaborators in each country are connected via the Group's IT network and enrich, validate and monitor the database on a daily basis in accordance with ISO 9001 certified procedures. These very experienced collaborators, with in-depth knowledge of local healthcare problems, carry out more than 7 million updates every year.

Used by medical reps and healthcare players, the *OneKey* database allows users to obtain accurate medical information for each category of healthcare professional as well as various means of contacting them: business addresses, telephone numbers, email, etc.

Each year, 10% of the contact information for city-based doctors changes, and the rate goes up to almost 30% for those who are hospital-based. In this context, providing medical reps with real-time up-to-date information is a high added value that allows them to optimize their time as well as the quality of their visits.

Around this essential information, Cegedim Relationship Management offers specific services that improve knowledge of clients particularly with hierarchical and infl uential health professional links at the institutional and individual levels.

SK&A

SK&A, Cegedim's *OneKey* offer in the US, includes the details and profiles of over two million healthcare professionals, including 800,000 prescribers, and is thus positioned as one of the main sources of health data in the United States. The SK&A data facilitates canvassing and marketing actions in many sectors and particularly the areas of the pharmaceutical industry, medical equipment, medical IT and management, direct marketing, publishing, education, etc. The quality and reliability of SK&A data is ensured by the research center based in Irvine, California, which checks them in full twice a year.

Every month SK&A supplies over 33 million healthcare records to many customers including America's most recognized healthcare, publishing and pharmaceutical institution.

OneKey Market Access

The *OneKey Market Access* offer makes it possible to go beyond the traditional target group of physicians.

Indeed, various stakeholders such as health technology assessment bodies, patient advocacy groups and different opinion leaders have become essential in the bio-pharmaceutical industry.

The *OneKey Market Access* solution brings a complete and up to date vision of the customer universe.

A complete line of bio-pharmaceutical CRM solutions and services

With a regulatory framework that is constantly changing and an environment in which economic pressures are increasingly tense, now more than ever, players in the bio-pharmaceutical industry need marketing and sales tools that allow them to improve their efficiency.

In order to help them respond to these challenges, Cegedim Relationship Management offers a complete line of CRM products and services:
- life sciences specific solutions;
- installation and support services adapted to local environment;
- business intelligence services;
- hosting services.

Mobile Intelligence is CRM's first iPad™ and iPhone™ solution designed for the life sciences industries, available from 2010. This solution is optimized for the needs of users in the field and applies Apple™ guidelines for being user-friendly.

A global package

CRM's global solution, *Mobile Intelligence*, enables pharmaceutical companies to use Cegedim's offers on a global, regional or local scale.

A global presence

Cegedim Relationship Management responds to the regional and global needs and issues of pharmaceutical companies with:
- hosting centers and competence centers throughout the world among which Auckland, Bangalore, Cairo, Chesapeake, Mexico, Osaka, Paris, Toulouse and Warsaw;
- the biggest research and development resources and user support dedicated to pharmaceutical CRM (connecting more than 900 people).

Cegedim Relationship Management is continually innovating as shown by the recent launch of Business Compliance solutions in Europe.
The Company's strong commitment to its customers extends to product development – not only getting involved in the development process, but also helping to design the Company's product strategy and road map.

Local resources for local results

Cegedim Relationship Management has local teams that are highly qualified, trained and experienced in IT and health.

Cegedim Relationship Management's principal strength is the ability to think globally and act locally using solutions that are adapted to the structure, issues and legislation specific to each market.

Business Intelligence

Reportive

Reportive publishes a business intelligence software package. This facilitates the creation and automatic distribution of personalized reports and interactive trend charts (sales force, marketing, finance, human resources) aimed at improving the competitiveness, productivity and efficiency of organizations. The agility of the solution makes it possible to meet the needs of the profession and provides the necessary responsiveness to integrate changes. The ease of use combined with advanced data validation capabilities allow experts in the field to develop their own applications whilst guaranteeing the reliability of results. The use of a component library and "Plug and Play" interface generates signifi cant productivity gains thanks to a low TCO (Total Cost of Ownership) and quick implementation.

Today, Reportive is a significant player on the decision computerization software publishing market, with more than 130 customers, including 16 of the world's 20 largest pharmaceutical companies. Many Cegedim entities also use the Reportive solution to improve the quality of service given to customers and their own productivity.

Market research studies

Cegedim Strategic Data

Cegedim Strategic Data (CSD) is one of the leading market research companies dedicated to the pharmaceutical industry. With over 36 years experience in this industry, CSD offers a comprehensive range of market research services by integrating its numerous data sources (primary market research, promotional audit, patient database, communication

tracking, clinical research). This information is collected from general practitioners, specialists (office and hospital based), pharmacists and patients.

CSD is present worldwide and has over 50 global and 500 local pharmaceutical companies among its clients. Its international expertise enables it to provide its clients with comparable analyses between different countries. CSD owns the *INES* software (a tool originally developed for the management of clinical studies) and *CSD Advance* (Powered by Reportive – Business Intelligence tool) and *CSD Analyzer* (Powered by Reportive – dynamic data analysis and dashboard tool), it also benefits from the *OneKey* physicians database.

CSD manages every stage of its research in-house, from the collection of raw data, processing, analyses, interpretation to the presentation of the completed studies to its clients.

Promotion Audit

Each year more than 200,000 healthcare professionals worldwide participate in CSD's panels. The data collected concerning the promotional investment of pharmaceutical companies is updated on a monthly or quarterly basis. This data makes it possible to track & benchmark the pharmaceutical industry's marketing and promotional activities by spending and contact: marketing mix analysis (detailing, advertising, samples, direct mailings, meetings, clinical trials, Internet and DTC, etc.), the investment trends concerning different targets (general practitioners, specialists and pharmacists), the impact of medical rep visits and the effectiveness of sales forces. For data analysis and reports, CSD now offers its clients *CSD Advance,* a highly adaptable tool that provides custom reports, or *CSD Analyzer*, an easy-to-use and dynamic market analysis tool.

Patient database

CSD has two sources for patient and prescription information:
- 8 longitudinal patient databases with anonymised observational data.
- a panel of specialists (office and hospital-based) that ensures constant monitoring of a given market: *PDS (Patient Database Survey)*.

The patient data collected offers a wide range of studies: market trends, product performance tracking particularly during the launch phase, monitoring of patient cohorts, changes in prescribing behavior for a particular therapeutic class, product etc.

Communication Tracking

The Communication Tracking range provides pharmaceutical companies with an in-depth view of market communications. It measures sales force performance, evaluates message recall and analyses the impact of their communication on prescribing behavior. These reports are adapted to the specific needs of each client, and deal with product communication, its evolution over time, allowing for strategic adjustments and communication strategies if necessary.

Medical Research

CSD's offer includes (Contract Research Organization) activities.
With its patient management software installed in doctor's offices and its web-based data collection tool *(INES)*, it is possible for CSD to respond to any pharmaceutical company's or health authority's medical research needs: post-marketing studies, pharmacoepidemiology, health economics, outcomes research, regulatory affairs, clinical studies or registries.

Primary Market Research

CSD offers a wide range of primary market research studies both qualitative and quantitative, in order to provide customized strategic recommendations to its clients. In 2010, CSD conducted over 1,500 international and local studies (recall tests, prescribing behavior, analyses of rep visits, brand equity, advertising overview, etc.). With its various sources of data, CSD has developed an integrated offer that provides an in-depth view of a specific market or product.

Sales force optimization

Itops Consulting

Itops Consulting offers its customers support in their strategic thinking on promotional issues. Its expertise lies mainly in the following areas:
- plans to organize and reorganize their promotional networks;
- the strategic analysis of market issues and drawing up a promotional plan: expertise in processing and analyzing specific data relating to the pharmaceutical industry;
- the size and structure of the target sales force;
- sectorization of sales forces by optimizing human criteria (distance from the delegate, the sector size), trades (customer retention, knowledge of the new sector) and environmental (consistency between the medical sectors created);
- supporting the implementation of the new structure, the allocation of visitors, the challenge and the definition of bonus plans, customized reporting tools;
- helping to implement strategic and operational planning, outsourcing SFE projects;
- managing change.

Sales statistics for pharmaceutical products

Gers SAS

Gers SAS manages the French pharmaceutical products database (CIP codes file) on behalf of the pharma industry CIP (Club Inter Pharmaceutique) association.
It processes and establishes sales statistics for all the pharmaceutical products by geographic analysis units (Unités Géographiques d'Analyse or UGA) on behalf of the Gers (economic interest group made up of the pharmaceutical companies operating in France) using data collected from wholesale distributors and pharmaceutical companies and pharmacists.
Since 1999, these statistics have been available online on a weekly basis. The most recent geographical segmentation (746 geographic units divided into 4,612 Sales Points Aggregates or APV each containing 3 to 8 pharmacies), which is much more homogeneous in terms of activity volume, allows pharmaceutical companies to develop true micro-marketing strategies.
France is one of the few countries in the world where the industry has joined forces to produce its own statistics, which have become official French data.

Cegers

Cegers develops "customized" studies for pharmaceutical companies and service providers based on sales data from a range of different sources (Gers, IMS, Nielsen, IRI).
Cegers also oversees the objectives of pharmaceutical companies (calculation and monitoring of targets, rankings, bonus calculation).

These customized studies are sent on a monthly or weekly basis to the pharmaceutical companies' sales forces via various media:

- *Click-Pharma*: micro software that retrieves trend charts and preformatted graphs;

CRM & strategic data

Sales statistics for pharmaceutical products
> Cegers
> InfoSanté
> Santestat

Medical prescription analysis
> Cegedim Customer Information

- *Click-Pocket:* palm or pocket PC software whose philosophy is identical to *Click-Pharma;*
- *TEAMS Vision: EIS* (Executive Information System) integrated in the *TEAMS* package.

InfoSanté

With its InfoSanté subsidiaries in Romania and Tunisia, the Cegedim Group provides sales statistics on pharmaceutical products significantly different from those offered by competitors. In both countries, InfoSanté is now the market leader in regional and national sales data, and offers a full range of products and services for the pharmacy and hospital segments.

Santestat

Using sales data collected from a range of pharmacies, Santestat compiles a statistics database that is continuously enriched. Thanks to Santestat, pharmacists and their groups have the tools necessary to optimize the management of their agencies, the monitoring of their pricing policies and the vision of their purchasing market. These statistics provide pharmaceutical companies with the data necessary to better understand drug distribution channels.

Medical prescription analysis

Cegedim Customer Information

Cegedim Customer Information provides pharmaceutical companies with defined nominative information on healthcare professionals.
Relying on its *OneKey* database, the worldwide database reference for healthcare professionals, Cegedim Customer Information offers its customers three main types of studies:

Icomed (Medimed in Germany)

Icomed measures physicians' preferential attachment to the products that they prescribe while evaluating the size and profile of their patients. More than half of all French doctors in 19 branches of medicine inform Icomed of their prescribing habits each year.

This personal prescribing data allows pharmaceutical companies to:
- define physician profiles and adapt information strategies;
- measure the effectiveness of their information;
- perform general interest studies on the markets in which they are present or that they wish to develop.

For certain fields of therapy (cardiology, rheumatology, and dermatology) multi-country studies are performed based on the same questionnaire making it possible to consolidate and compare information.

DocScan

DocScan, more specifically, provides information on the physicians' therapeutic behaviors as well as their promotional preferences. *DocScan* studies can also be carried out in response to a company's specific needs.
DocScan is available in all European countries and in Australia.

Physician Connect

Physician Connect evaluates the existing ties among Key Opinion Leaders (KOL) and prescribers, and makes it possible to identify local networks of influence among physicians treating a specific pathology at the local, regional or national level, for therapeutic management and continuing education purposes.

Physician Connect is available in some 30 countries.
For certain pathologies (rheumatology in 2008, oncology in 2010-2011), multi-country studies are carried out in Europe, Canada and the United States.

Corporate databases and associated services

Cegedim Communication Directe

Specializing in professional databases and promotional tools throughout the world and backed by its expertise in these domaines, Cegedim has developed a specific department for its French activities in the field of direct marketing, Cegedim Communication Directe (CCD), which offers:

Specific databases

- Business & Management: 278,912 companies, classified by revenue, with telephone and fax numbers. More than 500,000 skilled functions;
- 3,193,314 corporate headquarters with details of the main executive, telephone and fax;
- Insee: 5,253,131 establishments (comprehensive directory of companies);
- Businesses: professional occupations, administrations, elected officials.

Data processing

- Database audit, normalization, restructuring, clearing;
- Merge and purge, reconciliation, data consolidation;
- Sirénage (reconciliation with the Sirene database);
- Data cleaning and enrichment;

- Client data maintenance using updates specific to CCD;
- Analysis of data and client profiles, segmentation, marketing scores.

Online services

- *DataDistri:* online counter-extractor that makes it possible to independently feed postal mailing, telemarketing and faxing campaigns with a history of targeting strategies;
- *SirWeb:* allowing access to the INSEE's SIRENE repository, enriched with Cegedim information, for the identification and qualification of data contained in client CRMs, Web forms, in directory mode and Web Service;
- *GlobalDataControl:* providing open access for the triggering of automatic data enrichment and reliability processes.

To offer all of these services, CCD relies on programs and tools, a number of which are unique in France, such as the "Source" database logging all establishment transfers and changes of domicile since 1993.

Products and services dedicated to Press and Web publishers

Cegedim Communication Directe provides a set of solutions to print and digital news publishers to optimize their customers' knowledge:
- *SIGA* meets the requirements of press publishers in the fields of subscription management, direct marketing, circulation, and business intelligence;

CRM & strategic data

Corporate databases and associated services
> **Cegedim Communication Directe**

Printing and package inserts
> **Pharmapost**

Medical sample management
> **Pharmastock**

1

- *OneKey Web Authentication* is a Web service designed specifically for publishers of professional content sites requiring strict validation of access. *OneKey Web Authentication* can construct very precise visitor profiles by relying on the Group's business reference systems.

Printing and package inserts

Pharmapost

Pharmapost, an ISO 9001 certified company, is a mass production printing company that specializes in fine paper printing and finishing. In 2010 it produced 470 million flat, folded or single, double or triple roll pharmaceutical inserts thus placing it among the leading French producers.
Pharmapost also prints sales brochures, annual reports, and any type of promotional materials.

Medical sample management

Pharmastock

Pharmastock is a pharmaceutical dealer specializing in the management and shipment of:
- samples to physicians;
- documentation to medical representatives.

To comply with traceability and sample distribution requirements facing pharmaceutical companies, Pharmastock, backed by the Cegedim Group's knowledge of healthcare professional file management, offers the following:

- *Tracere,* designed to respond to the sample management needs of medical representatives and doctors;
- *3S,* for the processing of sample requests submitted by healthcare professionals.

| Online promotion

MedExact

MedExact works in synergy with Cegedim Group companies involved in promotion, with the exception of medical reps promotion.

The *ScreenPub* offer concerns doctors equipped with Cegedim medical software interconnected to the Cegedim server. It allows information exchanges and the downloading and circulation of advertising campaigns directly onto screensavers.

Healthcare professionals

For general practitioners, specialists, paramedics and pharmacists

2

For many years, Cegedim has positioned itself as one of leading publishers of medical management software across the world.

As such, the Group works with paramedical professionals, pharmacists, general practitioners, and specialists on a daily basis, whether they work independently or in group practices, in healthcare centers, or healthcare networks.

Cegedim's software meets the needs of professionals and the latest technical and regulatory requirements.
It is an important vector for transferring scientific, medical, and promotional information between healthcare professionals at the place of practice.

Market share:
over 130,000 healthcare professionals, over 17,000 pharmacies

Presence:
Belgium, Chile, France, Italy, Spain, Tunisia, United Kingdom, United States

Cegedim Healthcare Software (CHS)

Created in 2009 in order to coordinate and consolidate all activities pertaining to software solutions for healthcare professionals, the Cegedim Healthcare Software (CHS) Business Unit has more than 130,000 healthcare professionals and 17,000 pharmaceutical professionals using its solutions in eight countries (France, United Kingdom, Spain, Italy, Belgium, Tunisia, Chile and the United States). This division reflects the Group's intentions of structuring its products and services and reinforcing the synergies between its business activities in order to take advantage of new growth prospects.

Cegedim Healthcare Software recently extended to the American market in the computerization of healthcare professionals with the acquisition of Pulse Systems, Inc., in a very favorable environment for the development of electronic patient records. Cegedim Healthcare Software is organized around four areas:

- pharmacist software (Alliadis, Cegedim Rx, Next Software);
- medical software and healthcare networks (CLM, INPS, HDMP, Millennium Stacks, Pulse Systems);
- software for paramedical professions (RM Ingénierie);
- medication database (Resip/Base Claude Bernard).

Software for pharmacists

Alliadis

Specialized in pharmacy computerization, the Alliadis group (Alliance-Software, Alliadis, PGInformatique) has been providing support to pharmacists since that sector began to be computerized more than 20 years ago.

It develops and markets comprehensive, integrated software solutions, including the supply of suitable IT equipment.

Alliadis is at the forefront of the latest technological innovations, and is meeting its customers' occupational needs with high value-added and continuously updated solutions.

The new regulatory challenges such as the Pharmaceutical File, the development of the SESAM-Vitale environment, substitution objectives, product traceability and coding and over-the-counter drugs, and new pharmacist responsibilities under the HPST laws all require short- or medium-term IT developments.

A seasoned observer of new developments in the pharmaceutical industry, the Alliadis group has succeeded in adapting to economic challenges by offering customized solutions to the different market players:

- independent pharmacists;

- pharmacists with a private healthcare agreement;

- pharmacies organized in SELs (independent professional companies), with different products that allow colleagues to network;

- pharmacist groups for whom, to date, the Alliadis solutions are the most popular, indeed the sole solution of some. Some partnerships allow members to use exclusive IT tools adapted to the specific operational characteristics of their group;

- pharmaceutical companies, via a dedicated solution. Since 50% of drug flows are managed through its software applications, the Alliadis group is the preferred partner of the leading pharmaceutical companies for implementing information and promotional systems designed for pharmacists.

Following the integration of PGInformatique in 2009, the Alliadis group has had a range of business solutions that allow it to target all types of pharmacy:

- *Alliance Premium*, the group's flagship solution is to date the most widely used in pharmacies. It is modular and very rich and offers the pharmacist essential features for a fine-tuned management of the company and exhaustive monitoring of dispensing;
- *OPUS* offers a specific response to large pharmacy groups through open, extremely communicative technology.

In a constantly changing market, the Alliadis group is pursuing a strategy of growth and diversification to continuously stay one step ahead of the needs of pharmacists:

- with the arrival of over-the-counter drugs, selling area profitability is becoming highly strategic. The Alliadis group decided to invest in product ranges aimed at increasing selling area value and security and, in 2008, created NTPHarm, its sales network specifically for this activity;
- in order to support its clients in the establishment of business activities related to their new objectives, such as medical equipment rental and Ehpad (nursing home) management, the group is integrating or developing specific solutions interfaced with its business software.

In order to rationalize its services and improve efficiency, at the beginning of 2011 the group decided to merge its companies Alliadis and Data Conseil. This operational agreement is the logical culmination of a process of qualitative convergence initiated in 2009 with the launch of the *Alliance Premium* software, a synthesis of the best functionalities of the *Alliance Plus* and *Premium* software packages.

In France, 450 employees, 30 skills centers and 2 hotlines deployed throughout the entire territory provide daily local service whose quality is unanimously recognized by clients. With 9,380 clients, the Alliadis group holds 41% of the pharmaceuticals IT market in France.

Cegedim Rx

Cegedim Rx is the leading supplier of software solutions and computer services in the United Kingdom, with over 50% of the pharmacy market which incorporates in excess of 12,200 pharmacies.

Its product line includes *Nexphase* and *Pharmacy Manager PMR* systems, which process over 180 million prescriptions every year. Cegedim Rx was awarded ISO accreditation 9001, 2000 and 27001 and now employs over 160 staff who are based in two main sites in the UK.

The majority of leading pharmacy multiples such as: Asda, Boots, Tesco, Morrisons and Superdrug use one of Cegedim Rx's solutions.

Cegedim Rx is heavily involved in the development and provision of electronic prescriptions and minor ailment software in the UK. Cegedim Rx also provides its customers with the government sponsored broadband communications within pharmacies as well as providing its own Message Handling service which will eventually handle up to 60% of the English prescriptions managed by its own Network Operating Center.

Cegedim Rx also offers products for:
- hardware distribution and engineering;
- support and training for users;
- sale of consumables.

Next Software

Next Software is a company specialized in publishing and distributing solutions for healthcare professionals in Tunisia.

A leader in pharmacy computerization with a 25% market share, Next Software is one of the most important players on the market with a presence across the Tunisian territory.

Healthcare professionals

Cegedim Healthcare Software

Software for pharmacists
> Next Software

Software for doctors and healthcare networks - France
> Cegedim Logiciels Médicaux (CLM)

2

Already heavily involved in IT support for reimbursement systems installed by the healthcare authorities, Next Software will quickly benefit from the experience of Cegedim's other "pharmaceutical" publishers, enhancing its offering in therapeutic banks (Base Claude Bernard) and electronic information exchange.

Software for doctors and healthcare networks – France

Cegedim Logiciels Médicaux (CLM)

CLM offers solutions for office-based physicians, oncology institutions and healthcare centers:

- for physicians: *Crossway, Doc'Ware, Cardiolite, Médiclick, Eglantine, Médigest, and MégaBaze* software offer simple and efficient management of patient records;
- for oncology institutions: *OncoBaze* software offers comprehensive management of the workflow for chemotherapy treatments and their complete traceability;
- for healthcare centers: *Crossway* software offers medical center management (coupled with a management solution for direct payment);
- for *Secure Medical Mail, Resip FSE and e-FSE* software programs, used alone or integrated with medical software, respectively allow medical information to be shared through secure e-mail and CPS authentication and electronic care sheets to be prepared in compliance with the latest regulations in force.

The use of international interoperability standards in the healthcare software programs of the *LC 2010* line was strengthened in 2010, particularly in their interactions with platforms for sharing medical information between professionals (DMP compatibility). These products are currently positioned as the most successful model tools for healthcare coordination and continuity and have been completely integrated into the daily practice of healthcare professionals.

Healthcare professionals

Cegedim Healthcare Software

Software for doctors and healthcare networks - France
> **Cegedim Logiciels Médicaux (CLM)**

Software for doctors - International
> **INPS**

2

The efforts regarding interoperability made in 2010 will be continued in 2011, in particular through the active participation in European projects (such as the epSOS project, whose aim is to implement a pilot scheme for exchanging medical data within Europe).

CLM also ensures the development, deployment, and maintenance of healthcare data exchange and sharing solutions applied to healthcare networks, regional electronic healthcare platforms (ENRS), as well as the Electronic Patient File (DMP). In accordance with the requirements of the personal healthcare data hosting order, Cegedim also provides hosting for this data.

This offering responds to the interoperability issues of healthcare professional solutions, referring to the national interoperability framework published by ASIP Santé. It deliberately places itself in a dynamic synergy strategy through the various Cegedim Group product lines for healthcare professionals (physicians and paramedical professionals, healthcare centers) and numerous partner offerings extending to the hospital field.

Finally, in 2011, CLM will take part, in particular, in projects in the area of telemedicine.

Software for doctors – International

INPS

INPS is strengthening its position as leader in the Primary Care sector in the United Kingdom with its *Vision* offer. The reforms undertaken by the National Health Service require different levels of interoperability between healthcare professionals, and INPS

Healthcare professionals

Cegedim Healthcare Software

Software for doctors - International
> INPS
> HDMP
> Millennium
> Stacks

2

continues to develop and adapt its software solutions in order to meet these require-
ments for General Practitioners.
The *Vision* clinical application is used by approximately 10,000 doctors at more than
2,300 primary care centers in the United Kingdom.

HDMP

The second-leading player on the Electronic Patient File market for general practi-
tioners in Belgium with the *Health One* solution, HDMP is also very active in sectors
involving hospitals, industrial medicine, out-of-hours services, prevention centers,
healthcare centers, etc. with more than 2,000 references.

Millennium

Based in Florence, Millennium, 49% owned by Cegedim, is Italy's leading medical
software publisher, with *Millewin* installed on nearly 16,500 workstations. Millennium
recently strengthened its regional presence and became a strong shareholder of two
other publishers, one focused on general practitioners and the other on pediatricians
(Mediatec with 2,000 users and Sosepe with 3,500 users). Millennium now directly or
indirectly equips more than 22,000 physicians (GPs and Pediatricians), representing
a market share of 39% with Italian general practitioners and 45% with pediatricians.

Stacks

The leader in physician software in Spain with more than 30,000 users, Stacks
specializes in the analysis, design, and development of information systems dedica-
ted to the healthcare sector. Stacks also offers consulting and technical services for
identification, adaptation, and integration of solutions in order to meet the needs of
healthcare professionals.

Healthcare professionals

Cegedim Healthcare Software

Software for doctors - International
> Stacks
> Pulse Systems, Inc.

Software for paramedics
> RM Ingénierie

2

The primary market for Stacks is the Spanish public sector, which represents more than 60% of its sales. The company has its own commercial network throughout the country.

It is also present in South America through its establishment in Chile.

In 2011, Stacks Web offers will be developed in France and Brazil.

Pulse Systems, Inc.

Pulse is growing its position as a leader in Electronic Health Records (EHR), practice management and revenue cycle management in the United States.

The incentive programs undertaken by the US Department of Health and Human Services encourage adoption of these healthcare technologies from January 1, 2011, and Pulse Systems continues to develop and adapt its software solutions in order to remain at the forefront of these technologies. Pulse applications are utilized by over 20,000 healthcare users in locations throughout the United States.

Software for paramedics

RM Ingénierie

RM Ingénierie offers a full range of software (*+4000* line, *BioRescue* and *Bioval* rehabilitation solutions) for paramedical professions: nurses, physiotherapists, speech therapists, orthoptists, chiropodists, podiatrists, midwives.

Designer of France's first practice management software for physiotherapists in 1984, RM Ingénierie has positioned itself as the French leader in management software solutions for paramedical practices with approximately 30,000 users.

RM Ingénierie also develops innovative tools designed for physiotherapists and sports medicine customers.

These tools make it possible to analyze, measure, and rehabilitate movement.

Healthcare professionals

Cegedim Healthcare Software

Software for paramedics
> RM Ingénierie

Medication database
> Base Claude Bernard - Resip company

2

RM Ingénierie also offers Maisons Médicales responding to the new demand to regroup medical and non-medical healthcare professionals.

Medication database

Base Claude Bernard – Resip company

Resip (Research and Studies in Professional Information Systems) provides healthcare professionals with a scientific database to assist them in prescribing and issuing medications: the *Claude Bernard Database* (*BCB* in French).

The *BCB* is the first drug database accredited in late September, 2008 by the French national health authority, Haute Autorité de Santé (HAS), as a certification of prescription assistance software.

The *BCB* is integrated into the pharmacy management software marketed by the Alliadis network (*Alliance Premium* et *Opus software*), representing more than 9,000 subscribing pharmacies. The *BCB* is also present in software programs for doctors: more than 14,000 medical practices are now subscribed.

The *BCB* will be more and more present on all computerized physicians' workstations owned by the Cegedim Group in France and is also distributed by other medical software publishers.

As the lead player in the Web market, the *BCB* is integrated into healthcare sites and portals. The *BCB*'s technology makes it easy for hospitals to incorporate the database into their Intranet systems for consultation (already more than 1,250 institutions are using it).

APIs (Application Program Interface) also make it possible to interface with the hospital management software. Nearly 250 hospitals have integrated the *BCB* into their prescription or dispensation software.

In 2011, the *BCB* will add value and its knowledge of regulations to the medical and pharmaceutical software of the Group's England and Tunisia facilities.

Promotional information

Réseau National de Promotion (RNP)

RNP (Réseau National de Promotion) is the French benchmark for POS (Point Of Sale) advertising in the pharmaceutical and parapharmaceutical industry.

RNP's data allows:
- to specifically target pharmaceutical companies' needs;
- to recommend systems adapted to revenue and media interests at the Point of Sale.

135 RNP promoters and merchandisers provide pharmaceutical companies with privileged access to 14,000 pharmacies in France every three weeks.
Services include:
- window dressing;
- implementing in-store promotional materials (shelving, counters);
- conducting surveys.

Equipped with PDAs, they transmit their activity with supporting digital photos in real time. Pharmaceutical companies can monitor their campaigns online.

Equipped with cutting-edge equipment, RNP offers new window and organization concepts to pharmaceutical companies while continuing to offer customized services to pharmacists.
RNP serves as the preferred bridge between pharmaceutical companies and pharmacists and parapharmacists.

Medical financial leasing

Cegelease

Cegelease, with its *Cofidata, Pharmalease, Pharmaloc* and *Médilease* brands, is a financial leasing company that offers financing options to retail pharmacies and healthcare professionals.
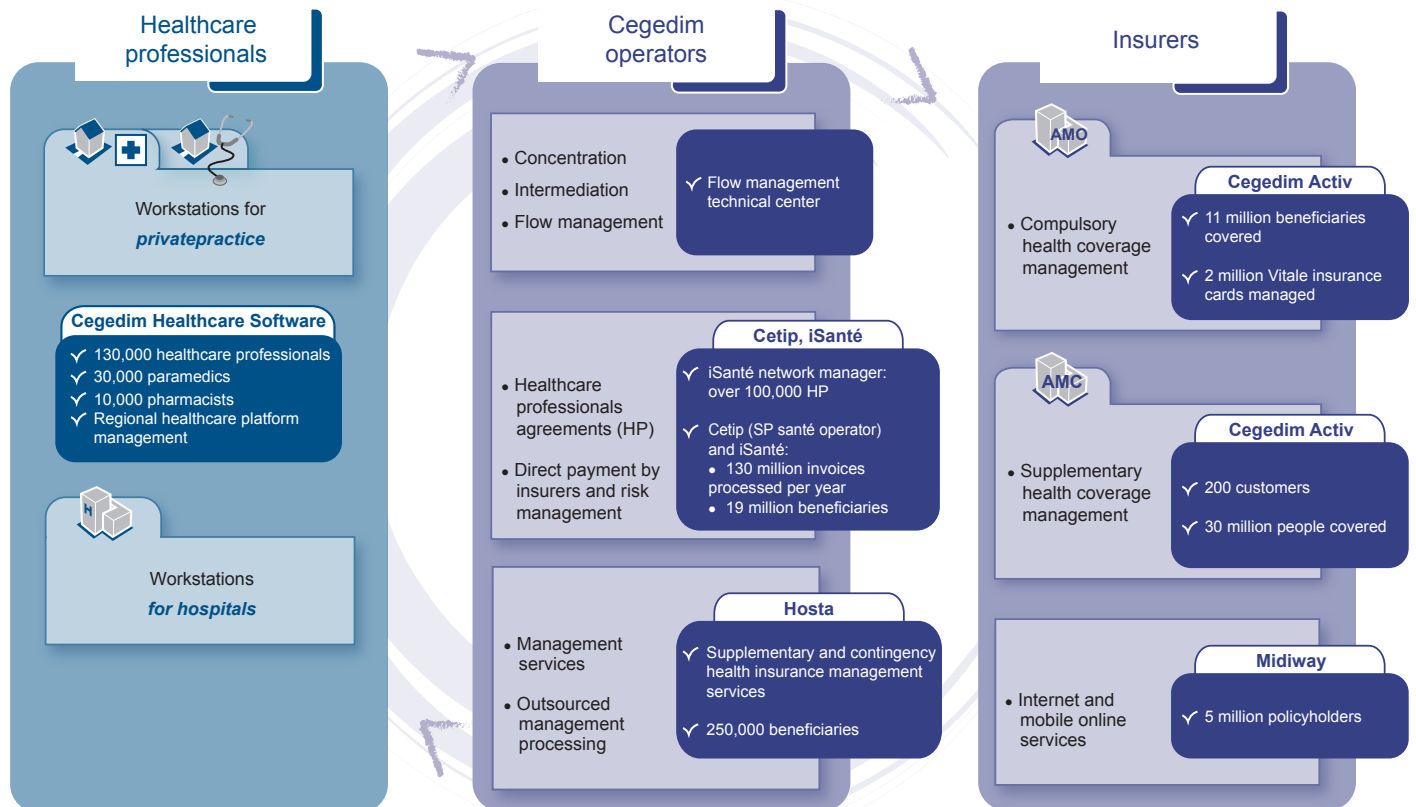
Insurance & services

For major healthcare insurance players and clients in all business sectors

3

Leveraging on its skills in professional software publishing and in processing complex information, the Cegedim Group brings together offers in the Insurance and services sector for major healthcare insurance players and technological expertise for its customers in all business sectors.
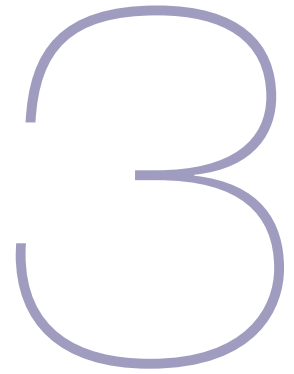
Healthcare professionals

Workstations for *privatepractice*

Cegedim Healthcare Software
- ✓ 130,000 healthcare professionals
- ✓ 30,000 paramedics
- ✓ 10,000 pharmacists
- ✓ Regional healthcare platform management

Workstations *for hospitals*

Cegedim operators

- Concentration
- Intermediation
- Flow management

✓ Flow management technical center

- Healthcare professionals agreements (HP)
- Direct payment by insurers and risk management

Cetip, iSanté
- ✓ iSanté network manager: over 100,000 HP
- ✓ Cetip (SP santé operator) and iSanté:
  - 130 million invoices processed per year
  - 19 million beneficiaries

- Management services
- Outsourced management processing

Hosta
- ✓ Supplementary and contingency health insurance management services
- ✓ 250,000 beneficiaries

Insurers

AMO
- Compulsory health coverage management

Cegedim Activ
- ✓ 11 million beneficiaries covered
- ✓ 2 million Vitale insurance cards managed

AMC
- Supplementary health coverage management

Cegedim Activ
- ✓ 200 customers
- ✓ 30 million people covered

- Internet and mobile online services

Midiway
- ✓ 5 million policyholders

Insurance, electronic payment and health

The Insurance, electronic payment and health division includes all of the Group's products and services for insurers, mutual and contingency companies through its subsidiaries Cegedim Activ, Cetip, iSanté and Hosta. This division regroups synergies along the entire exchange chain ranging from the healthcare professional to the private health insurers
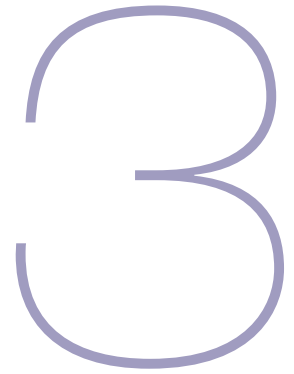
IT for healthcare insurers

Cegedim Activ

With more than 30 million policyholders in France managed with its solutions, Cegedim Activ is now the leader of software and services dedicated to personal insurance (supplementary health plans, mandatory health plans, contingency plans, life insurance and retirement). Its products are intended for all market operators: insurance companies, mutual healthcare companies, provident institutions, and brokers.

With its expertise in personal insurance, Cegedim Activ works closely with its customers to create innovative offers and help them optimize the profitability of their business. To accomplish this, Cegedim Activ has a unique combination of expertise: the expertise of its employees, the availability of technologies and an offer of consulting, integration, facilities management and healthcare flow management services with 250 million EDI flows per year (Noemie, direct payment and SESAM-Vitale 1.40).

In 2010, Cegedim Activ made several large projects a reality, and notably:
- successful migration of Prevadies Ouest management centers to *ACTIV'Infinite* during the first quarter, a milestone in the Harmonie Mutuelles group's information systems convergence program; nine month startup of a subscription and

Insurance & services

Insurances, electronic payment & health

IT for healthcare insurers
> Cegedim Activ

Flows and direct payment
> Cetip

3

service management project on *ACTIV'Infinite* for Macif Mutualité;

• implementation of the *ACTIV'Premium* solution within the Matmut group to support the development of its new healthcare offers;

• management bodies' strong commitment to the mandatory *ACTIV'RO* migration plan, with a portfolio of 1,300,000 protected people; startup of the *ACTIV'RO* solution within the France Sud Mutual company, the EOVI and Adrea groups;

• signature of a project to implement information systems for Compulsory Health Insurance Plans (Assurance Maladie Obligatoire, or AMO) and Medical Assistance Plans (Régime d'Assistance Médicale, or RAMED) in the Republic of Mali.


Flows and direct payment

Cetip

Cetip, an operator with the Association Santé-Pharma since 1991, is the leader of direct payment management by insurers. In 2010, Cetip's flow receipt and management platform processed more than 106 million invoices for direct payment by insurers, 98% of which were transmitted electronically, with the highest rate of secure electronic claim submissions (Demandes de Remboursement Electroniques or DRE) on the market.

Cetip handles all regulatory and technical changes related to direct payment by insurers for its customers (deployment of SESAM-Vitale 1.40 standard to healthcare professionals, regulatory changes, changes in inter-partner healthcare standards such as DRE). Cetip's information system is maintained by Cegedim Group's IT teams.
More than 222 Supplemental Health Insurance Agencies, close to 100,000 healthcare professionals, and 12 million beneficiaries through SP Santé have placed their trust in Cetip for more than 18 years.
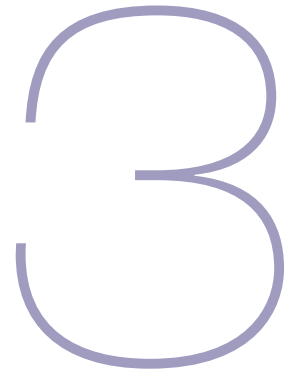
Currently, direct payment by insurers has been extended to all healthcare professions. Cetip works upon the French Federation of Insurance Companies' request and with Sintia for delegated project management.

Cetip contributed to the success of a major experiment: the receipt, encryption, and transmission of anonymous prescription data as part of the Babusiaux experiment – Inédit Santé AXA France.

Cetip participated in the recognition of data coming from the supplementary DUO card and the dissemination of card suspension requests to partners involved in the experiment. Based on the knowledge gained from the DUO experiment, spread over eight additional departments in 2010, the new "Associated Cards" (Cartes associées) can be used more widely in the SESAM-Vitale system starting in 2011.

After the optical direct payment, Cetip worked to extend direct payment online to the hospital sector.

iSanté

iSanté is a national operator that develops standard or online direct payment services allowing insured people to have better access to care and providing healthcare professionals quicker and more secure terms of payment.

Beyond this business, iSanté develops innovative and personalized services for its customers (particularly mutual healthcare companies and provident institutions) in connection with healthcare offers: healthcare professional network agreements, non-classified healthcare services and mandatory healthcare plan management, verifying rights of the insured online, medicalization of services, connection to healthcare platforms, etc.

In 2010, iSanté launched a new Internet portal composed of three dedicated environments and enjoying secured access for healthcare professionals, supplementary healthcare agencies, and members receiving services, including locating registered professionals.
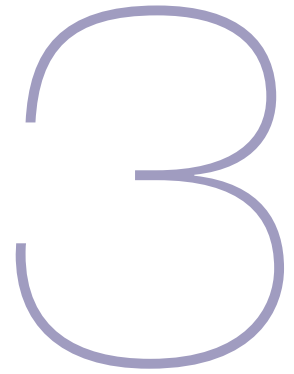
Insurance & services

Insurances, electronic payment & health

Flows and direct payment
> iSanté

Management services
> Hosta

3

Created in 2007 within the Cegedim Group, iSanté has achieved strong growth with a network of nearly 100,000 healthcare professionals and 7 million beneficiaries who use some or all services provided. iSanté establishes itself as one of the most dynamic and innovative operators in the general multi-professional direct payment market.

Management services

Hosta

In June, 2010, Cegedim made a total acquisition of the company Hosta, of which it was a minority shareholder since February 25, 2004.
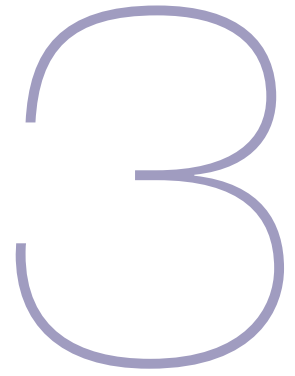
This organization offers supplementary and contingency health insurance management services to third parties, for insurance companies, provident institutions, mutual healthcare companies, and intermediaries.

Hosta's service offers respond to that needs of customers who wish to partially or entirely delegate the management of insurance contracts, or proactively handle peak seasons, or to permanently externalize certain back-office operations.
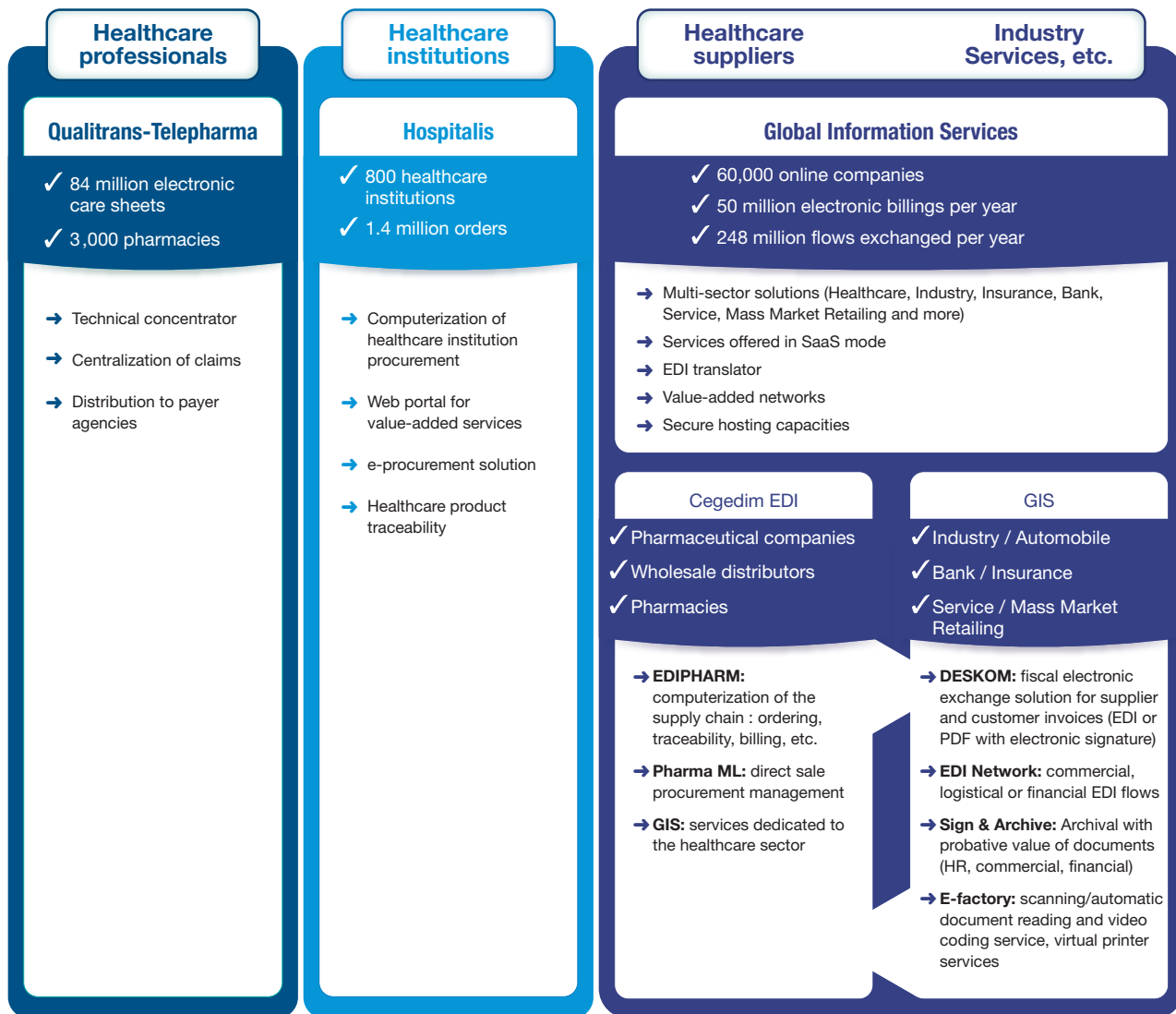
Operations are carried out on behalf of 20 insurance players in the market covering the supplementary healthcare plans of close to 250,000 beneficiaries.

In order to ensure that the operations entrusted to Hosta are managed appropriately, Hosta carries out back-office and call center services for Cegedim's *ACTIV'Infinite* IT solutions.

With this specialized back-office and customer service management platform for supplementary health insurance and providence, the Insurance, electronic payment, and health division has an industrial service adapted to guarantee customers constant quality of service with no management delays.

Cegedim e-business

| **Healthcare professionals** | **Healthcare institutions** | **Healthcare suppliers** **Industry Services, etc.** |

Qualitrans-Telepharma

✓ 84 million electronic care sheets
✓ 3,000 pharmacies

➜ Technical concentrator
➜ Centralization of claims
➜ Distribution to payer agencies

Hospitalis

✓ 800 healthcare institutions
✓ 1.4 million orders

➜ Computerization of healthcare institution procurement
➜ Web portal for value-added services
➜ e-procurement solution
➜ Healthcare product traceability

Global Information Services

✓ 60,000 online companies
✓ 50 million electronic billings per year
✓ 248 million flows exchanged per year

➜ Multi-sector solutions (Healthcare, Industry, Insurance, Bank, Service, Mass Market Retailing and more)
➜ Services offered in SaaS mode
➜ EDI translator
➜ Value-added networks
➜ Secure hosting capacities

Cegedim EDI

✓ Pharmaceutical companies
✓ Wholesale distributors
✓ Pharmacies

➜ **EDIPHARM:** computerization of the supply chain : ordering, traceability, billing, etc.
➜ **Pharma ML:** direct sale procurement management
➜ **GIS:** services dedicated to the healthcare sector

GIS

✓ Industry / Automobile
✓ Bank / Insurance
✓ Service / Mass Market Retailing

➜ **DESKOM:** fiscal electronic exchange solution for supplier and customer invoices (EDI or PDF with electronic signature)
➜ **EDI Network:** commercial, logistical or financial EDI flows
➜ **Sign & Archive:** Archival with probative value of documents (HR, commercial, financial)
➜ **E-factory:** scanning/automatic document reading and video coding service, virtual printer services

Cegedim EDI

Dedicated to Electronic Data Interchange (EDI), the Cegedim EDI department offers electronic management of all documents circulating between companies.

Born from a partnership with GIE Edipharm in 1991, which enabled the creation of an EDI system between wholesale distributors and pharmaceutical companies, this operation quickly spread to all of the players in the health sector as well as medical analysis laboratories and the animal health sector.

Backed by its experience, Cegedim EDI is now able to offer its customers an industrial solution for electronic exchanges that adapts to their specific requirements and integrates the constraints of their particular trade, drawing on the power of the Cegedim Group's IT infrastructure.

The Edipharm solution, operated by Cegedim EDI:

- meets drug traceability requirements (batch number, expiration date) by triggering a shipping notice message (DESADV);
- optimizes supply management through the development of Collaborative Managed Inventory messages;
- offers the new direct order service for pharmacies by implementing the Pharma-ML standard.

Additionally, Cegedim EDI offers *Global Information Services (GIS)* to players in the heath sector, which is the platform that allows companies to connect and exchange electronic documents and in particular the electronic invoices.

Global Information Services

Specialized in electronic exchange of flows and documents since 1989, Cegedim developed an international electronic data exchange platform in SaaS mode called *Global Information Services.*

The platform offers, notably, the following services:

Deskom

A fiscal electronic exchange solution for supplier and customer invoices. Electronic invoices (EDI or with an electronic signature) are electronically exchanged in accordance with each country's specific regulations. These invoices are archived in an electronic safe and are accessible either via a consultation portal or a call to Web Services.

Sign & Archive

A service for applying electronic signatures to documents, timestamping, and archiving all types of documents in a highly secure electronic safe. Documents can be deposited or reviewed, either via an integrated Web application or through an integrated Web Service framework within a service portal. For example, *Sign & Archive* electronically exchanges and archives purchasing terms and conditions, pay slips, etc.

EDI Network

A service that handles all commercial, logistical or financial EDI flows. It meets the specific needs of all sectors, whether for mass-market retailing, automobiles, manufacturing, transportation, health, etc. Thanks to the *EDI Network* service, Cegedim customers can easily connect and exchange data with their business partners.

The e-factory

All of the components dedicated to handling paper documents. Cegedim offers scanning/automatic document reading and video coding services. Cegedim is also implementing desktop publishing solutions for the industrial processing of outbound documents. Additionally, Cegedim offers virtual printer services that allow electronic invoices to be sent from a desk at work with just one click of the mouse.

Hospitalis

Hospitalis is a Web portal that provides information and data exchanges between healthcare institutions and their suppliers, ensuring the global computerization of all procurements of drugs, medical equipment, and laboratory reagents. The scope of what *Hospitalis* offers includes product repositories, purchase orders, orders, logistics information and invoices. *Hospitalis* contributes to the traceability of exchanges by centralizing all information on its Web portal.

Moreover, this solution ensures the interoperability between the different software programs used by order placers, their suppliers, or their service providers.
Hospitalis is interfaced with portals from the main principals in the private hospital sector, for which it routes purchase order data flows.

Hospitalis also works with e-procurement solutions for Cancer Research Institutes to provide a repository of drugs, medical equipment, and laboratory products and to make the necessary infrastructure available for the electronic exchange of all procurement flows.
Hospitalis is now present in more than 800 major healthcare institutions, 23 of which are regional university hospitals, and was used to transmit more than 1.4 million orders in 2010.

Qualitrans-Telepharma

Qualitrans-Telepharma is a technical concentrator agency (Organisme Concentrateur Technique or OCT) that centralizes the claims for electronic care sheets from pharmacies and allocates them to the appropriate mandatory and supplementary healthcare insurers. This is crucial phase when it comes to the acceptance of direct payment by healthcare professionals. On the cutting edge of technology, Qualitrans-Telepharma is fully compatible with SESAM-Vitale 1.40 standards and, with a high

Insurance & services

Cegedim e-business
> **Qualitrans-Telepharma**

Other services

Outsourced payroll and HR management
> **Cegedim SRH**
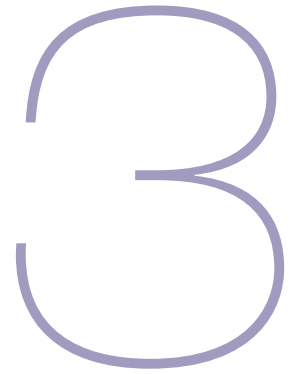
level of responsiveness, can integrate legislative and regulatory changes (LOI, RPPS, etc.).

It also offers value-added services such as the monitoring of claims and payments via its Web portal.

Qualitrans-Telepharma handles over 84 million electronic care sheets per year for over 3,000 pharmacists. This makes Qualitrans- Telepharma France's number two technical concentrator.

Other services

Outsourced payroll and HR management

Cegedim SRH

A specialist in the outsourced payroll and human resources (HR) management market in France, Cegedim SRH designs, develops, and markets outsourcing services based on innovative application software solutions as well as a range of outsourcing and similar support services.

Also operating in Swiss and British markets, Cegedim SRH's role is to assist and advise businesses with the management of their projects for a more efficient HR information system: payroll management and human capital management and development.

TEAMS^{RH}, an integrated HRIS solution designed for outsourcing

TEAMS^{RH} is a complete and modular HRIS, exclusively designed for outsourcing. A real-time interactive solution, *TEAMS^{RH}* is based on a unique and relational database management system. It is integrated into the Company's global information system and communicates with all of the market's information systems.

The *TEAMS^RH* solution, by design, offers great responsiveness and has great flexibility in use. It is particularly adapted to manage companies with varying sizes and structures; from tens to tens of thousands of employees, multicompanies and multi-establishments, multiple collective labor and regulatory agreements.

Broad functionality

Using Internet technology, *TEAMS^RH* optimizes the company's management methods by deploying transversal processes ranging from the collection of information to its control and dissemination. To satisfy DRH's needs and coincide with developments in HR strategy, *TEAMS^RH* offers a wide range of modular and customizable functionality, responding to each organization:

- payroll and personnel administration;
- HR portal (leave/absences, expense reports, decentralized entry, etc.);
- corporate steering and HR decision-making;
- GPEC and training;
- time management.

An international offer

Cegedim SRH offers one of the rare systems in the market capable of managing a company's international resources. This offer particularly proves itself highly capable of monitoring organizations, responsibilities, financial commitments and ensuring that international organizations are optimally monitored.

Insurance & services

Other services

Outsourced payroll and HR management
> **Cegedim SRH**

Hosting, services and Internet
> **Cegedim hosting**

3
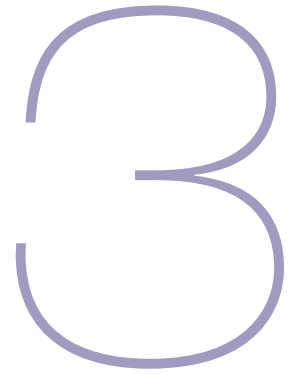
Adaptable and evolving services

The economic and legislative situation in which a company evolves is complex and ever-changing. It requires reactivity and flexibility. To respond to companies' outsourcing strategies, Cegedim SRH offers 4 levels of services associated with different levels of commitment that are adjustable at any point in time (SaaS, Processing, Semi-Business Process Outsourcing, and Business Process Outsourcing).
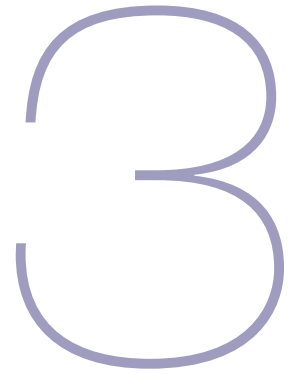
Performance commitments

A preferred partner with HR, Cegedim SRH makes a contractual commitment to its customers with regard to payroll compliance, meeting deadlines, and system availability. These services, for which Cegedim SRH is Sarbanes-Oxley accredited, rely on Cegedim Group's computing power, which allows Cegedim SRH to have its own hosting platforms.

Hosting, services and Internet

Cegedim hosting

Cegedim has extensive expertise in facilities management for pharmaceutical companies, insurers and healthcare mutual companies, and healthcare networks (e.g. Electronic Patient File trials), as well as in the management of financial flows and paperless exchange documents. Due to their strategic and sensitive nature, all these activities have led the Group's teams to devise architectures with very high availability that meet the security requirements of its customers and, in particular, standards governing the hosting of medical records.

Cegedim therefore offers its customers a complete private cloud service, based on hosting capacities and knowledge distributed around the world across its three zones:

- America (Chesapeake site in the USA);
- Europe (Boulogne-Billancourt campus and Toulouse site in France);
- Asia-Pacific (in Bangalore, India and Singapore).

These sites, of which three are Tier III+ level (in France and in the USA), provide the back up and launching of Business Continuity Plans (BCP) due to coverage of all time zones.

Cegedim Prestation Conseil Outsourcing

Cegedim Prestation Conseil Outsourcing provides infrastructure solutions to companies, allowing them to secure, administer, and supervise information systems, electronic data exchange and data management.

Its offer is centered on three main businesses:

Integration

It involves designing and implementing all or part of the IT systems and networks requiring the integration of assorted elements: company directories, collaborative messaging, migrations, virtualization, storage, security, and supervision.

Electronic data exchange

It aims to accompany customers through the overall process of managing assorted content (forms, inbound documents, invoices, etc., in paper or electronic format): receipt, digitalization, recognition, extraction, verification (standard controls or trade-specific regulations), validation through the establishment of workflows, and integration (sending flows, making it available in a EDM).

Data management

It regroups services linked to managing IT infrastructures: distribution, asset leasing, on-site technical assistance, fleet management, and outsourcing backups.

Finance

Cegedim Group

| Strengths

STRONG & STABLE SHAREHOLDER BASE
- ➜ Majority family shareholding
- ➜ Strong long-term shareholding
- ➜ Large free-float

SOLID FINANCIAL STRUCTURE
- ➜ Strong balance sheet
- ➜ High recurring revenue

PROMISING ACQUISITIONS
- ➜ **SK&A**: Best US healthcare professionals database
- ➜ **Pulse Inc.**: Access to US Electronic Heathcare Record exponential market

For more financial information
Additional information and updates can be found on our website:
www.cegedim.com/finance

Wednesday August 3, 2011
2nd Quarter Revenue

Friday September 23, 2011
Half-Year Results

| Key figures

Key figures

Revenue
In € million

2010	926.7	▲	
2009	874.1		+ 6.0%

Current EBITDA
In € million

2010	174.0	▼	
2009	177.9		-2.2%

Current EBITDA margin
% of revenue

2010	18.8%	▼	
2009	20.3%		-1.6%

Current EBIT
In € million

2010	107.2	▼	
2009	111.5		-3.9%

Current EBIT margin
% of revenue

2010	11.6%	▼	
2009	12.8%		-1.2%

Cash flow statement

Net debt
In € million

2010	470.8	▲	
2009	403.7		+16.6%

Financial net debt
In € million

2010	461.6	▲	
2009	395.1		+16.8%

Positive cash
In € million

2010	79.2	▼	
2009	121.4		-34.8%

Cash flow activities
In € million

2010	133.9	▼	
2009	166.5		-19.6%

Working capital
In € million

2010	- 11.5	▲	
2009	- 0.2		n.s.

Dividend and earning per share

Earning per share
In €

2010	-1.2	▼	
2009	5.8		n.s.

Dividend per share
In €

2010	1.0	=	
2009	1.0		

Ratios

Gearing
financial net debt / shareholder equity

2010	1.0	=	
2009	0.9		13.4%

Leverage
financial net debt / current EBITDA

2010	2.4	▲	
2009	2.0		19.4%

Cegedim share

Share ID

Initial public offering	April 1995
Stock exchange	Euronext Paris Cpt. B
Stock registration number (ISIN)	FR0000053506
Stock symbol	CGDM.PA; CGM
Important indices	SBF 250; CAC IT; CAC Mid & Small 190; CAC Mid 100; CAC Technology; CAC Soft & C.S.
Fiscal year closing date	December 31st
Share number as of 12/31/2010	13,997,173
Market capitalization as of 12/31/2010	576 million of euros

Shareholder structure
in %, as of December 31, 2010

Shareholding   Voting rights

A	FCB	52.3	**A**	FCB	64.6
B	FSI	15.0	**B**	FSI	11.0
C	J.C. LABRUNE	0.4	**C**	J.C. LABRUNE	0.5
D	Cegedim	0.3	**D**	Cegedim	0.0
E	Free float including Alliance Healthcare	32.0	**E**	Free float including Alliance Healthcare	32.0

Share price evolution
From January 1, 2006 to December 31, 2010

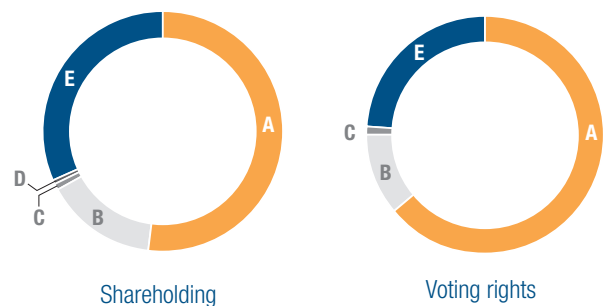
Financial analysts coverage

Bond

- **Société Générale:** Juliano HIROSHI TORII

Equity

- **CA Cheuvreux:** Michaël BEUCHER
- **CM-CIC Securities:** Jean-Pascal BRIVADY
- **Gilbert Dupont:** Guillaume CUVILLIER
- **Natixis Securities:** Thomas LE QUANG
- **Oddo & Cie:** Xavier-Emmanuel PINGAULT
- **Société Générale:** Patrick JOUSSEAUME

Investors contact

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Head of Investor Relations

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TEL.: +33 (0)1 49 09 33 36

Company management

Board of Directors

- Jean-Claude LABRUNE, Chairman of the Board of Directors
- Laurent LABRUNE
- Aude LABRUNE
- Jean-Louis MERY
- FCB, SAS represented by Pierre MARUCCHI
- Jacques-Henri DAVID
- Fonds Stratégique d'Investissement (FSI), SA represented by Nicolas MANARDO
- GERS, GIE represented by Philippe ALATERRE
- Alliance Santé Distribution, SA represented by Anthony ROBERTS
- Jean-Pierre CASSAN

General Management

- CEO: Jean-Claude LABRUNE
- Managing Director: Pierre MARUCCHI
- Chief Operational Excellence Officer: Karl GUENAULT

Operational Management

Cegedim Relationship Management – Laurent LABRUNE
Cegedim Strategic Data – Bruno SARFATI
Cegedim Customer Information – Jean-Louis LOMPRÉ
Cegedim Communication Directe – Daniel FLIS
Cegedim Healthcare Software – Alain MISSOFFE
Cegedim Activ - Cetip - iSanté – Antoine AIZPURU
Cegedim e-business – Arnaud GUYON

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