

# 2014

Press Kit



CRM &  
Strategic  
Data

Healthcare  
Professionals

Insurance  
& services

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# Cegedim Group overview

## Vocation

**Cegedim is a global technology and services company specializing in the healthcare field.** Cegedim offers services, IT tools, specialized software, and information flow and database management services. Its solutions are targeted to health professionals, healthcare industries, pharmaceutical companies, healthcare professionals, and insurance companies.

**The world leader in life-sciences CRM** (Customer Relationship Management), its traditional business focus, Cegedim supports the major pharmaceutical companies in their CRM projects (*Appendix 1*).

Cegedim has also positioned itself as **one of Europe's leading producers of medical and paramedical management software**, and also designs management applications dedicated to the health insurance sector. Structured, communicating and scalable, these software programs are integrated into the Cegedim Group's healthcare flow management systems (*Appendix 2*).

Capitalizing on its skills in professional software publishing and complex information processing, the Group also **offers solutions dedicated to health insurance players, as well as high value-added management solutions** for its many customers concerned with issues related to outsourcing and computerized exchanges (*Appendix 3*).

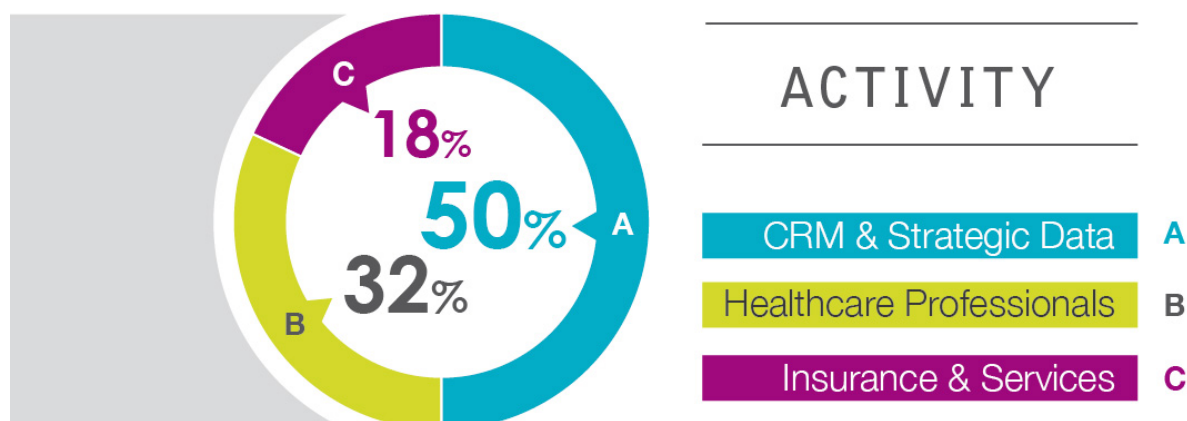
**Cegedim is constantly developing and exploiting synergies among its activities, with the stated ambition of being one of the chief intermediaries for healthcare sector professionals and partners and positioning itself at the heart of their information needs.**

## Key figures

Founded	<b>1969</b>
Cegedim's 2013 Revenues	<b>€902 million</b>
Workforce	<b>8,000 employees</b>
Countries	<b>80 countries, 5 continents</b>
Listed on NYSE Euronext Paris, compartment B	<b>Since 1995 - ISIN: FR0000053506</b>

## Activities

As of December 31st, 2013, Cegedim was organized into **three operating divisions**:



### Jean-Claude Labrune – Chairman & CEO, Founder of the Cegedim Group

**Jean-Claude Labrune** is graduated from the Ecole Nationale Supérieure des Arts et Métiers.

Cegedim (for **CE**ntre de **GE**stion, de **D**ocumentation, d'**I**nformatique et de **M**arketing) was founded in 1969 by a group of pharmaceutical companies that wanted to pool their IT resources and document research expertise.

In short order, **Jean-Claude Labrune**, who initiated the project, saw that the concept could be applied to other pharmaceutical company activities, such as a physician database and, more generally, collecting information for sales and marketing departments.

### Pierre Marucchi – Managing Director

**Pierre Marucchi** is graduated from the *Ecole Nationale Supérieure des Télécommunications*, Stanford University (USA), and the *Centre d'Etudes Supérieures Bancaires*. He was also a Member of the Institute of French Actuaries.

**Mr. Marucchi** began his career in 1977 at Crédit Lyonnais, where he held various technical and commercial positions.

Deputy Managing Director of Cegedim, which he joined in 1984, **Pierre Marucchi** is very involved in the Group's external growth operations both in France and abroad and supervises the Financial, Legal, Quality, and HR Departments.

## Sustainable development

As part of its international strategy, **Cegedim has naturally become involved in sustainable development issues** to help promote:

- social equity among its employees and in the local communities of the 80 countries in which it operates,
- environmental conservation by minimizing the environmental impact of the Group's activities,
- economic efficiency.

To this end, Cegedim Group launched its sustainable development program in September 2008 at the urging of the Group's management.

Christened the "**Cegedim Compact**", it takes its cue from the United Nations' Global Compact.

# Strategy

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**By Jean-Claude LABRUNE, Chairman and CEO**

*"2013 results show our investments over the last few years to support the transformation of the pharmaceutical industry are beginning to bear fruit.*

*With specialties products being developed at the expense of primary care products, the decline of blockbusters and the generalization of generics, the CRM Pharma market is now under the management of specialist teams, which are larger in number and more scientific in nature.*

*Knowledge-based management plays a vital role in this and it has become critical for the medical and scientific teams within pharmaceutical companies to have all of a doctor's available data according to the nature of the diseases being treated. The requirements are being rewritten and call for new technology better known under the generic name of big data.*

*At the same time, while the primary care market for patent-protected products or brand names is in sharp decline, the sales market for generic or OTC medicines by networks of representatives is expanding through different sales systems. It may involve, as for example in France, pharmacy-to-pharmacy or group-to-group sales systems, or even sales systems based on chains as is the case in the United States and the United Kingdom.*

*Similarly, the device market is rapidly expanding, and our new CRM solutions are meeting these new needs. In fact, today the number of representatives for devices and OTC is fast approaching the number of traditional reps. With the pharmaceutical industry currently joining forces against orphan diseases and new highly specialized molecules, medical representatives are gradually being replaced by scientific doctors. The scientific doctor helps the prescribing doctor to better understand the drug, answers his or her questions, handles the studies, takes care of the entire complex medical process of prescribing these new products and satisfies the tremendously extensive requirements set by authorities regarding safety, compliance and effectiveness.*

*This medicalization of medical information represents an extraordinary opportunity for Cegedim. We have the chance to provide databases and tools to support this shift. I even think that we are way ahead of our competitors. This shift allows us to replace the old model, which is based on the number of medical representatives, with a new model based on the number of doctors and the quality of information gathered from OneKey. We have taken action to achieve this transformation, which has already shown initial signs of success.*

*Cegedim is also supporting the changes in the business of Healthcare Professionals through, for example, our software advances that moving away from the fee-for-service model towards the pay-for-performance model. The new operating methods of the medical practice and in particular the boom in multidisciplinary healthcare facilities represent a new challenge that we are meeting through our innovative and tailored services in France and in other countries where we are present.*

*Innovation in mobile tools is proving to be very beneficial, as we have seen with the successful launch of the Simply Vitale service for nurses in France, for example.*

*The growing need for sharing information is opening up new opportunities that have already led to successes as regards e-prescription, dedicated portals for doctor-patient and pharmacist-patient communication, and remote healthcare services.*

*Another key growth driver is the Insurance and Services business. Cegedim has supported key order placers by meeting their needs for inter-connection and computerization as well as by offering support in the area of their changing relationships with healthcare professionals, particularly in France with the announced generalization of the third-party payment system and supplementary healthcare services for all employees.*

*We are also proud of the success of our outsourced human resource management services and electronic data exchange offerings with, among other things, the development of payment services like the SEPA procedures.*

*The Group boasts strong growth potential in France and abroad based on its specialized knowledge of the healthcare sector and the converging needs of organizations, pharmaceutical companies, insurers and healthcare professionals.*

*Cegedim is continuing the strategy that has always made it strong: investing in innovation and offering new tools for healthcare businesses."*

# Businesses

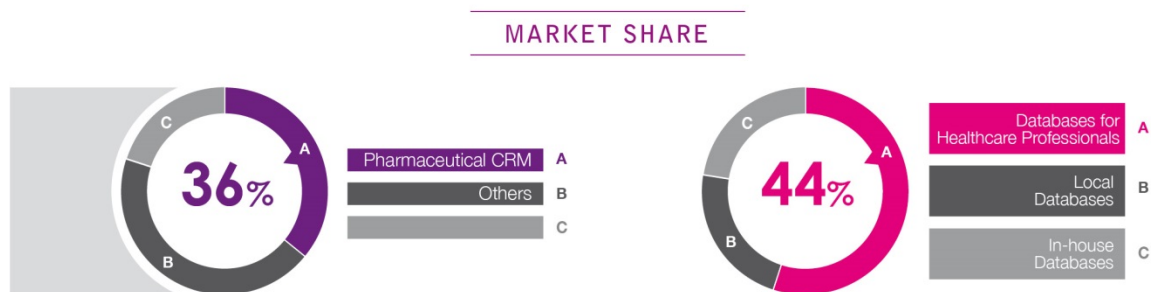
## CRM and strategic data

**Main customers:** essentially life sciences companies (the world's 400 largest pharmaceuticals companies are Cegedim clients)

**Activity:** help the sales and marketing divisions of pharmaceutical companies understand:

- **Where their medicines are sold** and in what **quantities**,
- **By whom their products are prescribed and why**,
- **How to optimize** sales and measure the effectiveness of their sales and marketing campaigns.

The services offered by Cegedim are unique in the healthcare sector and are highly differentiated from competitors' offers. Cegedim is the only company with an offer that combines the most comprehensive databases on the global market with CRM and compliance solutions.



## Geographic presence:

- more than 80 countries, 5 continents
- sales outside France represent almost 70% of revenues

## Competition:

- **CRM:** Veeva Systems, Oracle (Siebel), Salesforce.com, Update, and local competitors
- **Strategic Data:** IMS Health, Taylor Nelson, Sofres plc, GFK and local competitors

## History:

- **1969:** First databases launched
- **1974:** Start of direct marketing service activities
- **1979:** CRM activities in France launched
- **1990:** International expansion begins
- **1996:** Medical samples management
- **2005:** International activities represent more than 50% of full-year turnover
- **2007:** Acquisition of US company Dendrite International
- **2010:** Following the successful integration of the Dendrite activities, Cegedim Dendrite becomes Cegedim Relationship Management.
- **2013:** Cegedim sold its Pharmapost subsidiary, one of France's leading printers of drug information sheets, to the Chesapeake group.
- **2014:** Acquisition of Kadriga, pioneer in France of e-detailing and collaborative solutions. The *OneKey* database is available in 73 countries and includes more than 13.7 million healthcare professionals.

## Healthcare professionals

**Main customers:** doctors, pharmacists and paramedical professionals

**Activity:** software publishing and medical and promotional information

■ **Healthcare professionals (more than 217,000 workstations)**

- Software: patient file, prescriptions, diagnoses, SESAM-Vitale card management, etc.
- Promotion: circulation of medical and promotional information directly onto doctors' screens, etc.

■ **Pharmacists (more than 84,000 pharmacies workstations)**

- Software: full-management solution (sales, stocks, electronic transmission of treatment forms, etc.)
- Promotion: advertising and merchandising in pharmacy

**Main markets:**

■ **Software for pharmacists**

- **France:** Alliadis (Cegedim Group) and its competitor Pharmagest Interactive are leaders in the pharmaceutical computerization market in France.
- **United Kingdom:** Market subsidized by the British government. **Cegedim** entered this market at the end of 2004, with the acquisition of NDC Health and Enigma Health, which today are combined into one entity called Cegedim Rx. Cegedim Rx is the leader in terms of the number of computerized retail pharmacies in Britain.

■ **Physician software**

- **France:** Rather slow market growth (physicians by nature are somewhat averse to computerization and do not receive public subsidies to encourage them). Cegedim is one of the market leaders. Its main competitors are Compugroup (that announced the acquisition of Imagine Editions) and Prokov Editions.
- **United Kingdom:** A dynamic market, subsidized by the government. Cegedim is one of the largest players on this market with EMIS and TPP.
- **Belgium:** Cegedim is a first-rank player on a very fragmented market in which there is a large number of publishers in the health field including Corilus and Compugroup Medical.
- **Spain:** with 35% of estimated market share with office-based physicians, Cegedim, with its subsidiary Stacks, is the leader in this niche. Indra and Siemens are among its main competitors.
- **United States:** With more than 20,000 units installed across the United States in 36 different specialties, Pulse holds a leading position in the management of electronic medical records.

■ **Promotion:**

- **France:** Cegedim is the French leader, both in pharmacy Point-of-Purchase Advertising (POP), by the number of pharmacies integrated into its display network, and at point of prescription (in view of the number of computerized physicians).

■ **Paramedical software:**

- **France:** The leader with physiotherapists, speech therapists, podologists and orthoptists, RM Ingénierie holds a first-rank position in France in paramedics' computerization; its main competitor is Epsilog.

**History:**

- **1994 / 1996:** Start of doctors' computerization in France and promotional activities dedicated to doctors and pharmacists.
- **1998:** Computerization of doctors in Great Britain.
- **late 2000:** Computerization of pharmacists in France.
- **2001:** Financial leasing activities.
- **late 2004:** Computerization of pharmacists in the United Kingdom.
- **2006:** Computerization of paramedical personnel in France, computerization of doctors in Italy, Spain and Chile.
- **2008:** Acquisition of 01 Santé, which has a strong position in the field of oncology.

- **2009:** Creation of the Cegedim Healthcare Software business unit to pool and coordinate all of the Group activities dedicated to healthcare professionals.
- **2010:** Acquisition of Pulse in the United States enabling CHS to become a global player.
- **2011:** Acquisition of Pharmec, a company specialized in publishing and distribution solutions for healthcare professionals in Romania.
- **2012:** Acquisition of ASP Line, 4<sup>th</sup>-ranking publisher of pharmacy management software in France.
- **2013:** Acquisition of Webstar Health, leader in the United Kingdom in consulting and IT health services for pharmacists.
- **2014 :**Acquisition of SoCall in France, a company specialized in providing secretarial and scheduling services for practices of healthcare professionals.

## Insurance and services

**Main customers:** players in the insurance field and companies of all sectors

### Activity:

- **Insurance and third-party payment:**

- Computerization of health insurers and mutuals
- Flows and direct billing

- **Other services:**

- Electronic Data Interchange
- Outsourced payroll and human resources management
- Provision of outsourced services
- Internet and hosting services

**Countries:** France, French-speaking Africa, Great Britain, and Switzerland (Payroll and HR).

### History:

- **1986:** Launch of IT services (distribution).
- **1991:** Launch of the first electronic data interchange platform for healthcare actors (orders/invoices between pharmaceuticals firms and wholesale distributors).
- **1994:** Start of outsourced human resources management services.
- **1996:** Outsourced management of cash receipts, expansion into managing third-party healthcare payments.
- **1999:** Computerization of health insurance and mutual companies.
- **2006:** Launch of iSanté activity offering mutual companies and insurers new front office services like non-nomenclature management, articulation with healthcare platforms, the medicalization of services, real-time management of direct billing payment and benefits processing, etc.
- **2008:** Acquisition of French company Protectia to help Cegedim strengthen its presence in the personal-insurance market.
- **2010:** Global acquisition of Hosta (now called iGestion) in which Cegedim had been a minority shareholder since 2004.

# Markets

## CRM and strategic data

### Main market trends:

The global drug market should continue to grow over the coming years to reach 1,175 billion dollars in 2014. This IMS estimate (Intelligence 306, 2013) highlights growth rates that vary greatly from region to region:

- Emerging countries continue to drive growth, set to rise 15 to 18% in China and 10 to 15% in Brazil, Russia and India between 2013 and 2016.
- The mature markets have expected zero growth and growth has even been negative in the US, France and Spain.

### Cegedim Strategic Data (CSD) surveys:

- Sales forces in the pharmaceutical industry in 2013 were down 1.2% compared to 2012 to 424.000 medical reps in full-time equivalent.
- According to surveys published by CSD, which serve as a benchmark in the healthcare sector, the amount set aside for promotional spending worldwide in 2013 was 84.3 billion dollars (a slight decrease compared to 2012) broken down as follows: 59% related to medical rep visits, 10% on samples distributed, 10% on so-called DTC (Direct To Consumer) expenses and lastly 21% on other promotional resources such as public relations, the press and the Internet.
- The promotional budgets of French pharmaceutical companies, 3.7 billion dollars in 2013 (versus 3.8 billion in 2012), may be broken down as follows: 48% related to sales force promotion, approximately 25% on public relations type promotions, the press, the Internet, almost 27% on so-called DTC expenditure and less than 0.5% on samples distributed.

## Healthcare professionals

### Main market trends in France:

**Computerization of doctors in France:** The large majority of French medical practices, almost 90% according to Cegedim's estimates, are computerized. However, until now this level of computerization essentially concerned electronic care sheet management: With the new medical collective agreement, which incorporates "compensation on public health objectives" known in French as ROSP or P4P, the electronic handling of patient files has become nearly obligatory, in terms of diagnostics, prescriptions, pathologies, allergies, family history, test results, etc.

**Computerization of pharmacists in France:** Today all French pharmacies are computerized. The pharmacy software market is therefore a replacement market. Nevertheless, this market continues to experience considerable technological developments, particularly with respect to computerizing flows (both for managing direct payment with health insurance and for orders placed with wholesalers and pharmaceutical companies).

The new regulatory challenges such as the Pharmaceutical File, the development of the SESAM-Vitale environment, substitution goals, product traceability and coding, over-the-counter drugs, new pharmacist responsibilities from the HPST laws, etc. are some of the issues that encourage short or medium term changes in IT tools.

## Insurance and services

**Main market trends of Insurance market in France:** In 2013, despite unfavorable economic conditions, French insurance industry revenues stayed at a high level, around 189 billion euros (Source: FFSA). Personal insurance premiums amounted to 139.1 billion euros up 5%. In view of the continued economic crisis, the health market remains an important strategic stronghold for insurance companies. For this reason revenues grew by 4% in this area to 19.5 billion euros and expenditures by health insurers continued to grow as well (up 4% from 2012 to 2013).

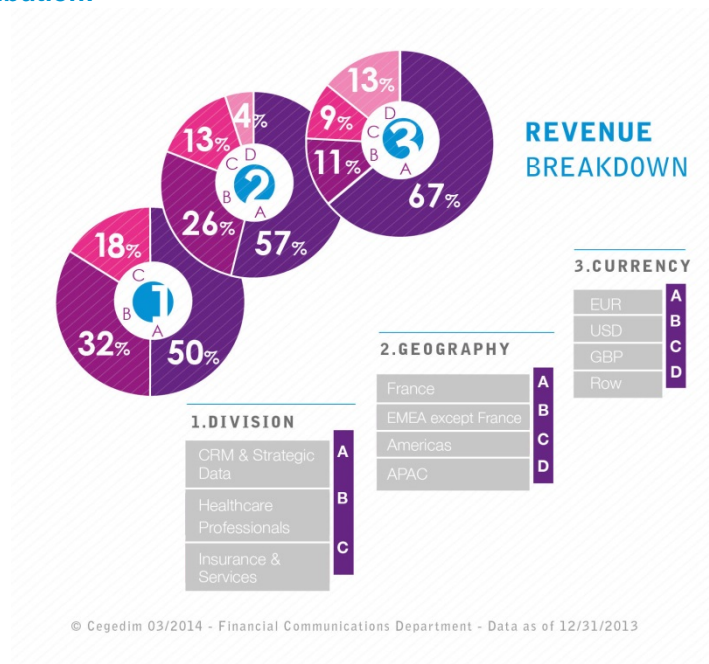


# An International Culture

Cegedim affirms its presence in more than 80 countries on the 5 continents



## 2013 revenue distribution:



## CRM and strategic data

Cegedim started developing its historical core business activities internationally in the 1990s. These CRM businesses gradually expanded throughout Europe as the company opened subsidiaries in the following countries:

- **1991:** Belgium.
- **1992:** Italy, Spain and Portugal.
- **1994:** Germany and England.
- **1997:** the Netherlands and Switzerland.
- **1998:** Greece, Turkey, Hungary and the Czech Rep.
- **1999:** Poland.
- **2001:** Romania, Slovakia and Austria.

At the same time, these international subsidiaries launched “doctors” databases in these countries. In 1999, the group added entities specializing in certain strategic databases, such as Medimed in Germany, Icomed in Belgium, InfoSanté in England and Romania.

Established in the 2000s as the European leader in CRM, Cegedim has pursued its global development:

- **2001:** CRM affiliates opened in Brazil and United States.
- **2002:** Acquisition of the CAM Group (measures promotions and the effectiveness of medical reps' visits).
- **2002:** Acquisition of MSM Group (CRM), which covers South and Central America with affiliates in Mexico, Colombia, Ecuador and Guatemala.
- **2004:** Cegedim enters the Nordic market with the acquisition of Pharma Marketing group, the main Scandinavian player in CRM and doctor databases, with subsidiaries in Norway, Sweden and Denmark.
- Subsidiaries founded in CRM: Tunisia (2002), Russia (2004), Algeria (2004) and Morocco (2005); and in strategic databases: CAM activities launched in China (2004); and panel activities progressively expanded to England, Italy, Belgium and Germany (2004/2005).
- **2005:** Acquisition of US company Target Software and of the Egyptian Trends Technology solution used by more than 1,000 medical reps in Egypt and the Middle East. Acquisition of UK companies Epic and Compufile, which specialize in qualitative studies based on information gathered from doctors.
- **2006:** Creation of Pharma CRM and Cegedim Strategic Data subsidiaries in Korea, Mexico and Finland.
- **2007:** Creation of a subsidiary in India and acquisition of US company Dendrite.
- **2008:** Acquisition of Ultima (supplier of CRM solutions) in Turkey.
- **2010:** Acquisition of SK&A enabling Cegedim to strengthen its *OneKey* offer in the United States. Creation of a subsidiary in Ukraine.

#### **Cegedim affirms its leading position in its field:**

- Innovation is an ongoing process for *OneKey*, the global database for healthcare professionals with more than 13.7 million contacts.

### **Healthcare professionals**

The “**Healthcare professionals**” activities began their international development in 1998:

- **1998:** Acquisition of In Practice Systems in England (software publisher for doctors).
- **2003:** Acquisition of HDMP in Belgium (doctor's software).
- **2004:** Acquisition of Cegedim Rx (formerly NDC Health) and Enigma in England (software publishing activities for pharmacists).
- **2006:** Expansion in Europe with the acquisition of a significant stake in Millennium in Italy, and the acquisition of Stacks, the Spanish leader, which is also present in Chile.
- **2009:** Acquisition of Next Software (pharmacist software) in Tunisia, enabling Cegedim to strengthen its positions in North Africa.
- **2010:** Acquisition of Pulse Systems Inc. enabling Cegedim to access the American healthcare professionals market in a very favorable context.
- **2011:** Acquisition of Pharmec in Romania, Cegedim Healthcare Software is now present in 9 countries.

### **Insurance and services**

“Insurance and services” division activities, historically based in France, are also expanding its services to markets whose health insurance systems are similar to the French system, particularly in French-speaking Africa, with confirmed success in Mali.

The outsourced payroll and human resources management businesses have operated in the United Kingdom and Switzerland since the late 1990s.

# Recent Highlights

## Divestments and Acquisitions

### ■ In the "CRM and strategic data" division

On June 24, 2014, Cegedim announced that the company had received a binding offer from IMS Health Inc. for the acquisition of the major part of the businesses of its *CRM and strategic data* division for a cash price of €385 million. In compliance with regulatory requirements in some jurisdictions the works councils will be consulted concerning this operation. It will be then submitted for decision to the board of directors before the end of November 2014.

The major part of the proceeds would be used to repay the debt thus reinforcing the Cegedim balance sheet and P&L statement with a leverage ratio close to 1 and an improvement in margin.

The activities concerned represent 47% of 2013 revenue (excluding intra-Group), 43% of 2013 EBIT before special items and 41% of 2013 EBITDA 41%.

In December 2013, Cegedim acquired certain assets from French company Kadrigé, a pioneer in SaaS e-detailing and collaborative solutions. The deal strengthens Cegedim's multi-channel offering with the addition of reliable and scalable solutions that fit seamlessly into its Mobile Intelligence CRM platform. The acquisition was financed by internal financing. The acquired assets represent annual revenues of around €2.5 million and will contribute to the Group's consolidated figures from January 1, 2014.

### ■ In the "Healthcare Professionals" division

On April 15, 2014, Cegedim completed the acquisition of French company SoCall, based in Sèvres. SoCall sets up and operates medical administration tasks and manned-line for practices of healthcare professionals. The company manages incoming patient calls, messages, scheduling and records of past consultations for around 50 practices. Financed by internal financing, these activities represent annual revenues of less than €0.3 million and will be part of the consolidation scope of Cegedim Group from Q2 2014.

In November 2013, Cegedim acquired Webstar Health, the UK leader in health IT consulting and services for pharmacists. The deal adds to Cegedim's expertise and experience in managing primary care services in UK pharmacies. Financed by internal financing, the acquired business represents annual revenues of around €1.2 million and will contribute to the Group's consolidated figures from January 1, 2014.

## New products

### ■ In the "CRM and strategic data" division

The sustained high level of investment in innovation for this activity in recent years has had a direct effect on product quality, praised by observers such as Frost & Sullivan.

In 2014, Cegedim Relationship Management launched version 10 of *Mobile Intelligence*, its flagship CRM solution for life sciences companies, featuring innovative multichannel engagement suite.

Key enhancements to *Mobile Intelligence 10* include: offline coaching capabilities for district managers; mobile order entry for retail support; and direct access to Cegedim's *OneKey*<sup>®</sup> healthcare professional (HCP) / healthcare organization (HCO) database, and new embedded analytic capabilities.

This offer is based on Cegedim Group's infrastructures that obtained ISAE 3402 compliance certification and SSAE 16 Type II certification in 2013 for all of its application and data hosting services for all of its international offices. Obtained following a successful audit in 2012, this accreditation provides Cegedim's customers and those of its subsidiaries with proof of the relevancy and efficiency of its internal risk control procedures and certifies full mastery of the activities managed on behalf of its customers.

With respect to compliance, Cegedim Relationship Management continued to improve *AggregateSpend360*, its expense consolidation solution for life sciences industries in accordance with new local regulations. *AggregateSpend360* integrates native data export as required by the French National Health Directorate, making it easier for French companies to comply with the "French Sunshine Act."

Cegedim Relationship Management moreover announced a worldwide partnership with Concur, the aim of which is to integrate the solution of the world leader in expense and travel management with its compliance offerings, for better expense management for healthcare professionals.

Cegedim also continued developing *OneKey*, its worldwide database of healthcare professional and core of the Group's business activities. Available in more than 70 countries, *OneKey* now counts more than 13.7 million validated healthcare professionals.

Cegedim has also continued deploying *Docnet*, a social network used by doctors to view or distribute medical information, publish links and news, invite colleagues to conferences and exchange messages. *Docnet* is now available notably in France and the United States and should be available soon in the United Kingdom.

In France, Cegedim Communication Directe was chosen by the Leem (Organization that represents pharmaceutical companies operating in France), the Afipa (French Association of Self-medication Manufacturers) and the Gemme (French Association of Generic Drug Manufacturers), with the approval of the ANSM (French National Agency for Drug and Health Product Safety), for distributing Patient Safety Information to healthcare professionals (doctors, pharmacists, nurses, physical therapists, midwives, etc.).

#### ■ In the "Healthcare Professionals" division

In 2013, Cegedim Healthcare Software continued to reinforce international synergies among its different entities as well as strengthen its leading position in health-related data exchange in all countries where its Business Unit operates (Belgium, Chile, Spain, the United States, France, Italy, Romania, Tunisia and the United Kingdom).  
For example:

**In the United Kingdom:** In 2013, INPS completed a full technical refresh of its data centers in both England and Wales which has led to improved performance of its core *Vision* product set. INPS was also at the vanguard of enabling patients to book appointments and request repeat medications from their GP Practice – a product that has been adopted by well over 1,000 practices. Cegedim Rx continued to deploy the government's Electronic Prescriptions scheme in England which now has nearly 4.5 million patients using the system, almost 8% of the population. Development was centered on the government's drive to deliver more clinical services through pharmacies with the development of a clinical portal delivering a platform for the recording and management of such services.

**In Belgium:** In 2013, HDMP passed the certification tests that verify the quality of general practice software in order to allow its users to benefit from public grants managed by the Belgian social security agency ("Institut national d'assurance maladie-invalidité" – INAMI). In addition, HDMP enjoyed broad commercial success particularly in the fields of user support (by becoming the operator of the hotline for Lifescan's Diabscan software and One Touch blood glucose meter) and after-hours services (with the signature of a contract with the Brussels regional government), which firmly established its position in this market.

**In Spain:** In 2013, Stacks continued to expand *mispacientes.es*, its Cloud platform for the private sector and insurance companies. With more than 800 workstations connecting daily to its platform, Stacks is well-positioned as a leading online services provider in the health sector in Spain. 2013 was also a big year for *Canal Paciente*, another Cloud-based online service for which Stacks received two awards for innovation this year. *Canal Paciente* simplifies the lives of patients by allowing them to stay in contact with their healthcare professionals (nurses and generalist physicians) from home. It allows instant access to medical files via the Cloud. Eight healthcare centers in Catalonia are currently connected to it, representing a population of approximately 200,000 patients and more than 80,000 online actions.

The Omlap Cloud solution was also extended to five healthcare centers in Catalonia, and the Murcia region used this solution for its network of emergency centers and nursing homes. In addition, Stacks launched new operations in Chile enabling it to expand in this market and deploy a Cloud system for the first time in Latin America.

**In the United States:** The *Pulse EHR*, version 4.2, is compliant with the ONC 2014 Edition criteria and was certified as a Complete EHR on August 7, 2013, by the Certification Commission for Health Information Technology (CCHIT®), an ONC-ACB, in accordance with the eligible provider certification criteria adopted by the Secretary of Health and Human Services. The ONC 2014 Edition criteria support both Stage 1 and Stage 2 meaningful use measures required to qualify eligible providers and hospitals for funding under the American Recovery and Reinvestment Act (ARRA).

Pulse is eligible to submit quality data to the CMS (Center for Medicare and Medicaid Services) and is an officially recognized member of the PQRS (Physician Quality Reporting System) Registry. As a result, Pulse is able to benefit its clients, as it enables them to submit their data to the CMS and to receive PQRS subsidies in 2013.

**In France:** In 2013, Cegedim Logiciels Médicaux launched *monLogicielMedical.com* for multidisciplinary healthcare facilities and clusters: a 100% web-based medical and paramedical management software system, it is the result of a collaborative effort with Stacks, RM Ingénierie, Resip and other subsidiaries of CHS. The year was also notable for the introduction of new versions of *MédiClick*, a prescription assistance application certified by the HAS ("Haute Autorité de Santé", the French national health agency), and *Crossway* (more modern look and continued functional improvements). Both new versions are very popular with users.

CLM applications have also regularly integrated electronic services of the French mandatory health insurance system: payment history, family physician statements, leave from work notices and a module for calculating performance indicators in accordance with the new healthcare collective agreement. In this way *Crossway* became the first software in France to combine Electronic Health Records (EHR), the electronic services of the mandatory health insurance system, HAS certification and the ROSP (compensation on public health objectives) indicators calculation module.

In 2013, Resip continued to expand the capabilities of *BCB Dexther*, its fully web-based solution for healthcare facilities, hospitals and clinics. Also made available in mobile versions for iOS and Android, *BCB Dexther* now offers synchronization with the preferred drug lists of the facilities and enables healthcare professionals to access all drugs (filtered by facility if necessary) at any time via their smartphones.

In addition, the application was integrated into the software developed by RM Ingénierie for physician assistants, physiotherapists, nurses and podiatrists and is now part of the standard package of the new tablet-based mobile solution for nurses, *Simply Vitale*, whose new version was a tremendous success in 2013.

*BCB* also continued to expand abroad: after its introduction in the United Kingdom and Tunisia, several projects are notably underway in Belgium, Romania, Saudi Arabia and Morocco.

In 2013, Alliadis created a joint venture with the Giphar group (1,300 pharmacies) for the development of a new business application whose design makes use of state-of-the-art technologies.

## ■ In the "Insurance and services" division

### Regarding IT for healthcare insurers and mutual funds:

In 2013, Cegedim Activ implemented structural changes to its software suites:

- Significant developments were made to Activ'Infinite to manage large collective agreements and meet market expectations in the context of the ANI law (the French law on securing employment) and the development of industry-wide agreements. On the commercial front, new contracts were signed with companies from outside the traditional customer base of mutual insurers, such as the introduction of Activ'Infinite to VIA SANTÉ (which is in the process of merging with AG2R La Mondiale) and ADP Courtage Plus, a broker (which became the first company with Activ'Infinite in SaaS mode). Among the highlights for the year, it is worth noting that the MSA (Mutualité Sociale Agricole, the second largest mandatory insurer in France) chose to use Activ'Infinite for its delegation of management business.

- The deployment of *Activ'Premium* outside France continued. In addition to the partnership with Saham for Africa and the Middle East, new Moroccan customers have chosen this

solution, in particular the ONEE (National Water and Electricity Board) and the CMIM (the Moroccan inter-professional mutual insurer). In terms of functionality, this solution benefited from very significant innovations developed in partnership with other Cegedim Group entities, such as the setup of an online prescription server with Resip. The solution helps third-party administrators and healthcare network operators manage their activities and has become an undeniable asset for international growth.

- New offerings related to electronic hospital billing were also introduced and retained by market leaders such as Groupama, Génération and Henner.

- Lastly, Cegedim Activ is continuing its efforts towards ISAE 3402 Type II certification, confirming the appropriateness of its internal risk control system and attesting to its total reliability in operations it manages on behalf of its customers.

#### Regarding flows and direct payment

New service offerings were developed in 2013, in particular Visiodroits which was deployed for pharmacists in order to currently enable their online search for rights and in the future propose diversified guarantees and value-added services in the fields of reimbursement and prevention, independently of mandatory plans.

Changes were also made to solutions for third-party payer certification, which can now be accessed via mobile phones, smartphones or patient portals.

#### Regarding outsourced payroll and HR

In 2013, Cegedim SRH announced the launch of two new modules: *SmartRH* Portal (an HR collaborative tool for company employees and managers) and *SmartGTA* (a time and activity management system). Completely integrated into Cegedim SRH's payroll management and human resources platform, these new products help HR departments achieve greater agility, flexibility and performance levels.

Cegedim SRH showed very solid growth throughout 2013. Its base of well-known customers further extended during the period. Altran, Adecco and General Electric are some of the new market leaders that started using Cegedim SRH's products during this period.

#### Regarding paperless exchanges

Cegedim e-business brought out a new integrated Business Intelligence application based on Reportive: *GIS Business Report*. This application is for the users of its GIS (Global Information Services) electronic data interchange platform. This solution enables the use of all data managed by GIS: usage and performance indicators, financial data, business data (analytical data, consumption, statistics, etc.).

2013 was also marked by the introduction of *MA€A*, the corporate suite that manages SEPA payment orders and associated cash flows (transfers and direct debits), which strengthened Cegedim's position in this area.

## Other highlights

### ■ Bond issue

On April 7, 2014, Cegedim launched an additional bond offering of €100 million, upsized to €125 million on the issue date, of its 6.75% Senior Notes due 2020. Apart from the date and price of issuance (105.75% plus interest accrued since April 1, 2014), the new bonds are identical to the €300 million of 6.75% Senior Notes due in 2020 that the Group issued on March 20, 2013.

It should be noted that Cegedim was able to issue at 5.60% compared to 6.75% one year earlier.

The proceeds from the offering were used, among other things, to finance the redemption of €105,950,000 of outstanding bonds due 2015 (at a price of 108.102%), pay the premium and any related fees, and repay the bank overdraft facilities.

When the operation was announced on April 7, 2014, rating agency Standard and Poor's confirmed its B+ rating with a stable outlook for Cegedim and its two bonds.

# Human Resources

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The Group's HR policy involves training new graduates in the nature of Cegedim's business while also attracting more experienced candidates to bring their expertise into the Group.

Working conditions, a long-term compensation policy and development opportunities created by growth are among the factors ensuring a low workforce turnover rate in line with statistics for similar activity sectors.

Moreover, the Cegedim Group allocates significant funds to employee training with a view to driving business growth and expanding its service offering. These factors play a leading role in ensuring the continuity and quality of services delivered to the Group's customers.

## Workforce characteristics

- 8,000 employees
- Almost 60% abroad (80 countries)
- In more than 100 subsidiaries

## An active recruiting policy

To support its development both in France and abroad, **the Group plans to follow the recruitment of new employees.**

The diverse nature of Cegedim's business and activities position it to offer exciting career opportunities in areas ranging from sales, research and consulting to information technology (technical architecture and operational management of application projects).

In addition to technical qualifications and a sound understanding of its customers' business, Cegedim's hiring criteria include the sharing of values such as innovation, pragmatism and a service focus.

## A unique culture

Over the last 40 years, Cegedim has successfully established its own culture and know-how based on a strong sense of identity and values embraced by all of its employees and guiding its ongoing growth and development:

- A flexible organization designed to favor innovation and the company spirit;
- A company culture resolutely oriented to client satisfaction;
- Compliance with the regulations in force and a strong ethic.

# 2013 Revenues and Results

On March 10, 2014, Cegedim published its results for the year 2013:

■ <b>Revenues:</b>	<b>€902.3m</b>	<b>-2.1%</b>
■ <b>Operating income from recurring operations:</b>	<b>€92.1m</b>	<b>+2.2%</b>

EBITDA rose 1.3% year on year to €155.7 million, for a margin of 17.3% compared with 16.7% in 2012.

Over the full year, organic revenue growth of the *Healthcare professionals* and *Insurance and services* divisions offset nearly the decline at the *CRM and strategic data* division. The EBITDA margins of the *CRM & strategic data* and *Insurance and services* divisions rose substantially, whereas that of the *Healthcare professionals* division was stable.

The Group continues to prioritize innovation; given its unique positioning, this allows Cegedim to anticipate the transformational shifts in the health market and maintain leadership positions in all of the markets in which it operates. This focus on innovation has enabled the Group to launch a number of new products and services that strengthen the Group's ability to maintain its level of activity in 2014.

## Simplified income statement

	2013		2012		Δ
	€m	%	€m	%	
<b>Revenue</b>	<b>902.3</b>	<b>100%</b>	<b>921.8</b>	<b>100%</b>	<b>(2.1%)</b>
EBITDA	155.7	17.3%	153.6	16.7%	1.3%
Depreciation	(63.5)		(63.5)		0.0%
<b>Operating income before special items</b>	<b>92.1</b>	<b>10.2%</b>	<b>90.1</b>	<b>9.8%</b>	<b>2.2%</b>
Special items	(3.2)		(9.9)		(67.2%)
Impairment of goodwill on acquisition	(63.3)		(115.0)		(45.0%)
<b>Operating income</b>	<b>25.6</b>	<b>2.8%</b>	<b>(34.8)</b>	<b>(3.8%)</b>	<b>n.m.</b>
Net cost of financial debt	(60.1)		(44.1)		36.1%
Tax expenses	(25.5)		(7.6)		235.4%
Share of earnings in equity-accounted affiliates	1.3		1.2		4.4%
<b>Consolidated profit</b>	<b>(58.7)</b>	<b>(6.5%)</b>	<b>(85.3)</b>	<b>(9.2%)</b>	<b>31.2%</b>
Profit attributable to the owners of the parent	(58.6)	(6.5%)	(85.4)	(9.3%)	31.3%

\* at constant scope and exchange rates

## Outlook

With conditions still in flux, Cegedim continues to prioritize debt reduction and is still pursuing efforts in order to improve its operating leverage.

In 2014 the Group expects, at a minimum, stability for its revenues and operating margin.



# Listing Information

## Share information

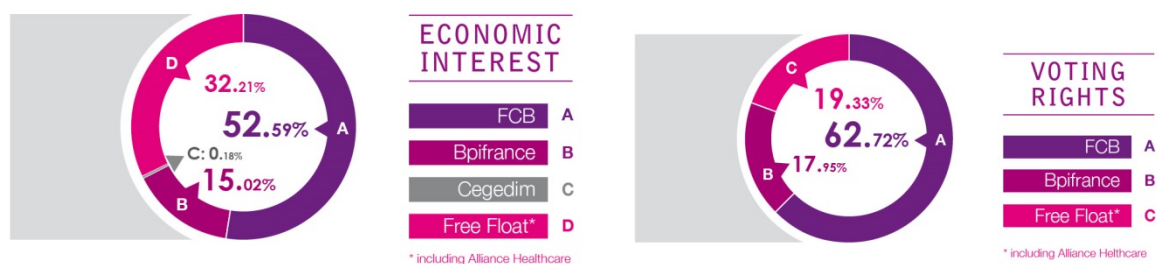
Cegedim's stock was initially offered at €9.52 on the Second Marché of the Paris Stock Exchange in April 1995.

It is now listed on NYSE Euronext Paris, compartment B.

- ISIN Code: FR0000053506
- Reuters Code: CGDM.PA
- Bloomberg Code: CGM

At December 31, 2013, the market capitalization is of €320.4 million.

## Shareholding structure



## Debt financing

The bonds are shown chronologically based on maturity date.

### 7% DUE 2015

Issuer	Cegedim SA
Amount	€62,600,000
Issue date	July 27, 2010
Coupon	7.00% ; paid semi-annually
Format	RegS
Listing	Luxembourg
ISIN	FR0010925172

### 7% DUE 2015

Issuer	Cegedim SA
Amount	€425,000,000
Issue date	March 20, 2013
Coupon	6.75% ; paid semi-annually
Format	RegS/144A
Listing	Luxembourg
ISIN RegS	XS0906984272
ISIN Rule 144A	XS0906984355
	XS0906984272

# Appendix 1:

## The “CRM & strategic data” division

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The purpose of the “CRM and strategic data” division is to provide support for healthcare firms worldwide in their various commercial and medical operations by supplying them with data bases, marketing tools, standard and tailor-made audits.

These various services enable them to optimize their investments by supplying the technical tools and data required to link to the needs of the prescribers.

Cegedim also supplies various “compliance” services so that the right use of the medicine can be known and to check the prescription’s compliance with the drug approvals.

Cegedim’s solutions combine performance and compliance with the Public Health Code and personal data protection regulations in force in all the countries in which it operates.

In particular, Cegedim offers:

- Tools for optimizing information resources and sales and marketing investments.
- Reports and analysis tools for office and hospital sales forces.
- Databases and tools that provide better knowledge of prescribers.
- Strategic marketing, operational marketing and competitor monitoring tools and studies.
- Performance measurement and promotional spending auditing tools.
- Business Intelligence solutions.

### CRM for the life sciences industry

#### Cegedim Relationship Management

With more than 200,000 users of its solutions in 80 countries, Cegedim is one of the world’s leading providers of solutions for the life science industry. Cegedim Relationship Management offers a very profession-oriented overall solution very close to users’ needs in the sales, marketing and regulatory compliance fields.

Cegedim Relationship Management’s offer includes:

- **Mobile Intelligence**, a quality CRM platform combining powerful and flexible digital functionalities. This robust platform responds to the local, regional and international needs of its users thanks to its unparalleled “hierarchical” model. This offer includes: a complete suite of CRM solutions, advanced configuration, administrative management and sales force sectoring tools, robust Closed Loop Marketing capabilities installation and support services adapted to local issues, and hosting and business intelligence services.
- **OneKey**, the most complete healthcare professional database in the world, with more than 13.7 million contacts, allowing for global management of international data.
- **Icomed (Prescriber in Germany)**: performs syndicated surveys with general and specialized practitioners on their activities and prescription preferences with significant response rates - from 30% to 50% - depending on the specialty and country. These studies exist in France (in 44 specialties) as well as in Germany, Italy, Spain, Benelux, Nordic countries, Russia, Poland, Turkey and Romania.
- **Physician Connect**: identifies experts and their networks of influence managing a pathology due to a unique and robust peer-to-peer nomination methodology. This study responds to different departments’ needs (medical, marketing, sales and SFE) to optimize their relationships with networks of influence throughout the product’s life cycle.
- **AggregateSpend360**, a compliance solution that helps life sciences companies to monitor and communicate all of their expenses to healthcare professionals in order to cope with the global generalization of transparency regulations.

## Business Intelligence (BI)

### Reportive

Reportive publishes a unique business intelligence software suite. This facilitates the creation and automatic circulation of customized reporting and interactive activity coordination management charts (sales teams, marketing, finance, human resources) with the aim of improving the organizations' competitiveness, productivity and efficiency. Nowadays, Reportive is a significant player on the BI software publishing market and has more than 200 references, including 16 of the 20 largest pharmaceutical laboratories in the world.

## Market research studies

### Cegedim Strategic Data (CSD)

Cegedim Strategic Data (CSD) is one of the leading market research companies dedicated to the healthcare industry. CSD offers a wide range of studies and services based on the integration of its numerous data sources (ad hoc studies, promotional data, patient data, communication follow-up, medical studies). This information is collected from the general practitioners and specialists (office-based and hospital), pharmacists and patients.

CSD, established all over the world, has more than 370 laboratories among its clients. Its international expertise enables it to provide them with analyses comparing one country with another. Each stage is carried out internally, from the collection of raw data, continuing through their processing, their analysis and their interpretation up to presenting the studies.

## Sales force optimization

### Itops Consulting

Itops Consulting offers its customers support in their strategic thinking on promotional issues. Its expertise covers projects relating to organization, recommendation, performance, strategic analysis, compliance and support.

## Sales statistics for pharmaceutical products

### Gers SAS

Gers SAS manages the reference file of French pharmaceutical products. On behalf of the Gers (Economic Interest Group, grouping together the pharmaceutical laboratories operating in France), it processes and establishes the sales statistics on all the pharmaceuticals by UGA (Geographic Analysis Units), on the basis of the data collected from the wholesale distributors and the laboratories. Since 1999, these statistics may be consulted on line and are available each week.

### Cegedim Analytics

Specialized in data processing, Cegedim Analytics offers a complete outsourcing service through the integration of all types of data, and the reprocessing and distribution of dashboards.

### InfoSanté

Through its subsidiaries InfoSanté in Romania and Gers Maghreb in Tunisia, the Cegedim Group provides sales statistics on pharmaceutical products.

### 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.

## Corporate databases, CRM and associated service

### Cegedim Communication Directe (CCD)

Specializing in professional databases and marketing tools throughout the world, and backed by its expertise in these fields, Cegedim has developed a specific department for its French activities in direct marketing, Cegedim Communication Directe, which offers: specific databases, data processing / data quality management, online services, products and services dedicated to Press and Web publishers.

## Medical sample management

### Pharmastock

Pharmastock stores, prepares and dispatches documentation for medical reps and samples to physicians.

## Appendix 2: The “Healthcare professionals” division

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With many years of experience dedicated to healthcare professionals, Cegedim has positioned itself as one of the leading European publishers of medical and paramedical management software.

The Group works daily with pharmacists, general practitioners and specialists, whether they work independently or in group practices, in healthcare centers or networks.

Cegedim’s software responds to the needs of professionals and to the latest technical and regulatory requirements. This a main vector for the transfer of scientific, and medical information between healthcare professionals at the place of practice.

### > Cegedim Healthcare Software

#### Software for pharmacists

##### Alliadis

Specializing in pharmacy computerization, the Alliadis group has been providing support to pharmacists since the beginning of the sector’s computerization, i.e. for more than 20 years. It develops and markets comprehensive, integrated software solutions for pharmacists, including the supply of suitable IT equipment.

Alliadis is at the forefront of the latest technological innovations and is meeting its clients’ occupational needs with high value-added and continuously updated solutions. The new regulatory challenges, such as the Pharmaceutical File, substitution targets, traceability, abolition of the vignette, unit dose dispensing, the pharmacists’ new missions under the HPST Act... all require the development of IT tools in the short and medium term.

##### Cegedim Rx

Cegedim Rx is the United Kingdom’s leading company in the supply of software and computerized services to pharmacies, with a market share of more than 50%, which represents more than 12,200 pharmacies. Its product offering consists of the *Nexphase* and *Pharmacy Manager PMR* systems, which are used to process more than 300 million prescriptions annually. Cegedim Rx also offers services relating to distribution, hardware installation, and set-up, support, training and consumables sales.

##### Next Software

The leader in the field of pharmacy computerization with a 25% market share, Next Software is the only company present nation-wide in Tunisia.

##### Pharmec Healthcare Software

Specialized in publishing and distribution solutions for healthcare professionals in Romania, Pharmec Healthcare Software is the leader in the pharmaceutical software industry with over 40% market share. Pharmec is also one of the up and coming players in the physician computerization market in the country.

#### Software for doctors

##### Cegedim Logiciels Médicaux

CLM offers solutions for office-based physicians, oncology institutions and healthcare centers, and multidisciplinary residential and long term care centers:

- for physicians: *Crossway*, *Doc’Ware*, *Médiclick*, and *monLogicielMedical.com* software ensure simple and efficient patient record management;
- for multidisciplinary healthcare centers: structure version of *monLogicielMedical.com* has been tailored to data sharing needs between healthcare professionals (physicians and paramedics) within a single structure;

- for healthcare centers: *Crossway CDS* software offers medical center management (coupled with a management solution for third party payment);
- the *Resip FSE* and *e-FSE* software programs, used alone or integrated with medical software, allow medical information to be shared through secure e-mail and CPS authentication, and to prepare electronic care sheets in compliance with the latest regulations in effect.

### **INPS – United-Kingdom**

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 In Practice Systems continues to develop and adapt its software solutions in order to meet these requirements for General Practitioners. The *Vision* application is used by almost 10,000 doctors at more than 2,300 primary care locations in the United Kingdom.

### **HDMP - Belgium**

The second-leading player on the Electronic Patient File market for general practitioners 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 2,500 references.

### **Millennium - Italy**

Based in Florence, Millennium, 49% owned by Cegedim, is Italy's leading medical software publisher, with *Millewin* installed on nearly 16,500 workstations. Millennium strengthened its regional presence and became a principal shareholder of two other publishers, one focused on general practitioners and the other on pediatricians. Millennium now directly or indirectly equips more than 24,000 physicians, representing a market share of 43% with Italian general practitioners and 45% with pediatricians.

### **Stacks – Spain and Chile**

The leader in physician software in Spain with more than 30,000 users, Stacks specializes in the analysis, design and development of information systems dedicated 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.

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.

### **Pulse Systems – United States**

Pulse reinforces its position in the management of electronic patient records (Electronic Health Record or EHR), the management of the medical practice and payment follow-up in the United States. The support plans set up by the American Minister of Health and Social Services encourage the adoption of these medical technologies started in 2011. Pulse Systems is continuing its efforts to develop and upgrade its software solutions to remain on the cutting edge of these technologies. There are more than 20,000 users of Pulse solutions in the United States.

## **Software for paramedics**

### **RM Ingénierie**

RM Ingénierie offers a full range of software (+4000 line) for paramedical professions: nurses, physiotherapists, speech therapists, orthoptists, chiropodists, podiatrists and midwives. Designer, in 1984, of France's first practice management software for physiotherapists, RM Ingénierie has positioned itself as the French leader in management software solutions for paramedical practices with approximately 36,000 users. RM Ingénierie also provides a new *Maisons Médicales* (Medical Homes) offer that responds to the new demand to regroup medical and non-medical healthcare professionals.

## **Medication database**

### **RESIP Banque Claude Bernard**

RESIP (Recherches et Etudes en Systèmes Informatiques Professionnels) provides healthcare professionals with a scientific database to assist them in prescribing and issuing medications: the *Base Claude Bernard* (BCB). The BCB is the first drug database accredited

by the French National Health Authority, the Haute Autorité de Santé (HAS), as of September 2008, as a certification of prescription assistance software. The *BCB* is integrated into pharmacy management software, software programs for doctors, and hospital healthcare sites and portals.

## > Other companies of the Healthcare Professionals division

### Digital promotion

#### MedExact

MedExact works in synergy with all Cegedim Group companies involved in promotion with the exception of medical reps visits. The *ScreenPub* offer concerns doctors equipped with Cegedim Logiciels Médicaux's software interconnected to Cegedim servers.

### Promotional information

#### RNP

RNP (Réseau National de Promotion) is the benchmark in France for pharmacy and parapharmacy intervention regarding: dynamic display, structural and opportunistic marketing, sales space organization and point of sales surveys.

### Medical financial leasing

#### Cegelease

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

## Appendix 3: The “Insurance and services” division

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Leveraging its professional software publishing and complex information processing skills, the Cegedim Group brings together offers in the “**Insurance and services**” division for major health insurance and technological expertise players intended for partners and customers in all sectors.

### > Cegedim Insurance

#### | IT for healthcare insurers

##### **Cegedim Activ**

Cegedim Activ's solutions are now used to manage more than 40 million policyholders in France, making it the leader in software and services dedicated to personal insurance (supplementary health schemes, 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 offering of consulting, integration, facilities management and healthcare flow management services with 350 million EDI flows per year.

##### **Midway**

Midway designs and implements online services on the Internet and on Mobile devices designed for the insured and for companies involved in individual health insurance. Due to its expertise in this field, Midway has also developed digital communication strategy consulting services for customers in the Business Unit on the Internet, on mobile devices and on social networks.

#### | Flows and electronic payment

##### **CETIP**

CETIP consolidated its position in 2012 by becoming the leading third-party payer management platform with its SP santé and iSanté brands. CETIP handles more than 150 million data flows per year for more than 19 million beneficiaries, representing 2.2 billion services paid for each year.

#### | Management service

##### **iGestion**

iGestion proposes management services, on behalf of third parties in supplemental healthcare insurance and pensions, to insurance companies, pension institutions, mutual healthcare companies and intermediaries.

### > Other services

#### | Cegedim e-business

Specialized in electronic data exchange since 1989, Cegedim designs, develops and markets invoice digitization, probative value filing offers and EDI through its Cegedim e-business Business Unit, which groups together the activities of *Cegedim EDI*, *GIS (Global Information Services)*, *Cegedim Global Payments*, *Hospitalis* and *Qualitrans-Telepharma*.

##### **Cegedim EDI**

Dedicated to Electronic Data Interchange (EDI), Cegedim EDI offers electronic management of all documents circulating between the companies (orders, follow-ups, invoices, etc.). Initiated through the Edipharm system, mainly between wholesale distributors and laboratories,

this activity has quickly spread outside the healthcare market, particularly in the mass distribution and administrative services sectors.

### **Global Information Services**

Global Information Services (GIS) is a modern and robust platform in SaaS mode that manages all types of documents (paper, structured files, and images), all communications protocols and all information systems. GIS can meet all electronic data exchange needs via its range of complementary services: *GIS e-invoicing* (clients/suppliers), *GIS EDI*, *GIS Workflow*.

### **Cegedim Global Payments**

Cegedim Global Payments offers a software suite (*MA€A*) that facilitates and optimizes migration to SEPA Direct Debit (SDD). Available in license or SaaS mode, this offer allows customers to minimize adaptations made in the debit issuer's information system and makes the complex regulations tied to the use of the mandate and SEPA Direct Debit transparent to users.

### **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. Hospitalis is now present in over 1,000 major healthcare institutions, including 26 hospitals, and was used to transmit more than 1.9 million orders in 2013.

### **Qualitrans-Telepharma**

Qualitrans-Telepharma is an OCT (technical concentrator) that centralizes the claims for Electronic Care Sheets issued by pharmacies and allocates them to the appropriate Mandatory and Supplementary healthcare insurers. Qualitrans-Telepharma carries more than 84 millions flows per year for more than 7,000 healthcare professionals.

## **Outsourced payroll and human resources management**

### **Cegedim SRH**

Cegedim SRH intervenes in the HR outsourcing market by proposing innovative solutions and services with high added value, from payroll management to Human Resource Management. A benchmark player in the market, Cegedim SRH is based on TEAMS<sup>RH</sup>, its own HRIS solution to offer value added solutions, adapted to needs depending on the size of its customers.

Within the context of complex economic and legislative changes, TEAMS<sup>RH</sup> responds to the HR function's need for agility. TEAMS<sup>RH</sup> is an innovative, complete and modular HRIS solution designed for outsourcing. Its design mode allows reactivity and flexibility of use. It is specifically adapted to manage companies with varying sizes and structures: from tens to tens of thousands of employees.

## **Hosting, services and internet**

### **Cegedim Hosting**

Cegedim has extensive expertise in facilities management for pharmaceutical companies, insurance providers, and healthcare mutuals and healthcare networks (Electronic Patient File trials), as well as in the management of financial flows and paperless documents. Due to their strategic and sensitive nature, 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, the standards governing the hosting of medical records. Cegedim is an accredited "private healthcare data hoster" by the French Health Ministry and obtained in 2012 ISAE 3402 and SSAE 13 accreditations for all hosting activities worldwide. Cegedim's facilities management services are located in three different geographical zones: America (Chesapeake site in the USA), Europe (Boulogne-Billancourt and Toulouse sites in France), and Asia-Pacific (Bangalore sites in India and Singapore).

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

### **Cegedim Outsourcing**

Cegedim Outsourcing provides infrastructure solutions and facilities management services to companies, allowing them to secure, administer and supervise information systems.