



2013

ACTIVITIES

OVERVIEW



Cegedim is a **global**
technology and **services** company
specializing in the **healthcare** field.

80
countries

8,100
employees

922

€M Revenue in 2012

Listed on NYSE Euronext Paris



Founded in 1969, 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.

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CRM
& Strategic Data
For the Life Sciences Industry

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Professionals
For Doctors, Paramedics & Pharmacists

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Insurance
& Services
*For Major Healthcare Insurance Players
& Clients in all Business Sectors*

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MESSAGE

from the Chairman



For Cegedim, 2012 will be remembered as a year marked by the overall stability of its operations, with continued business growth for the "Healthcare professionals" and "Insurance and services" divisions, despite the contraction of the activities related to the pharmaceutical industry. Cegedim's challenges include declining numbers of medical representatives due to the development of generic medicines, a low number of new medicines as well as the intention of pharmaceutical companies to reduce their promotional investments.

At the same time, the need for information is greater and pharmaceutical companies are looking for innovative tools aimed at healthcare professionals and patients.


Digital media, more economically viable, increasingly complement or even replace traditional media and this shift in demand represents a new opportunity for Cegedim's priority areas, which include databases and communication tools.

For example, the DocnetTM offering, a new type of social network dedicated exclusively to healthcare professionals, is already operational in Northern Europe.

At the same time, to meet the need for a better return on investment, it has become especially important to find the marketing mix best suited to each physician. This includes optimizing the choice of the information channel (medical representative visits, the press, email, conferences, public relations, e-detailing, etc.) and content of the medical information to be provided based on the individual preferences and needs of the professionals.

In short, this means many new applications for our offerings related to OneKeyTM, Cegedim's worldwide database of healthcare professionals.

In addition, our latest mobile pharmaceutical CRM solutions are among the most advanced on the market. Based on OneKeyTM, they are already available on Windows 8, the new Microsoft platform, well before our competitors.



But digital technology and mobility are not the only opportunities offered by this paradigm shift in the pharmaceutical industry.

The new government policies regarding compliance, longitudinal patient studies, "risk-benefit" studies for all new products upon market release, management of the organizations authorizing medical protocols and management of new purchasers or market access managers - all represent new applications for Cegedim's offerings.

It is also worth noting that AggregateSpend360™, our "reconciliation" offering regarding the requirement to disclose conflicts between the interests of the professionals and those of pharmaceutical companies, was a major success in the US and has also been introduced in Europe, in particular in France.

At the same time, the adaptation of management and prescription software used by healthcare professionals, the new requirements for sharing medical records and the importance of rationalizing relationships between patients and insurers continue and will provide Cegedim with opportunities to develop new medical and paramedical software. 2013 will see the launch of new offerings in prescription software accessible solely via the Internet, innovative solutions such as new portals reserved for physician-patient and pharmacist-patient communication and probably the large-scale realization of advances in remote healthcare.

The "Insurance and services" division is another major growth driver, for which Cegedim has supported key order placers by meeting their needs for interconnection and computerization as well as by offering support in the area of their changing relationships with healthcare professionals. Here too, the Group boasts strong

growth potential based on its specialized knowledge of the healthcare sector and the converging needs of organizations, pharmaceutical companies, insurers and healthcare professionals.

Moreover, the success of Cegedim's activities in IT for human resources management, electronic data exchange and the new SEPA procedures for payment and debit management continues.

Cegedim will continue the strategy that has always made it strong: investing in innovation and new tools for healthcare businesses.

Cegedim's expertise and its continuously improving, flexible organization led by entrepreneurial managers provide an optimistic outlook for the future despite the new health challenges.

By leveraging its key strengths, notably its efficient and motivated teams, and by continuing to adapt its products to new requirements, Cegedim aims to remain a world leader in its field.

Jean-Claude Labrune
Chairman & CEO

Company MANAGEMENT



BOARD OF DIRECTORS

Jean-Claude Labrune
Chairman of the Board of Directors

Laurent Labrune

Aude Labrune

Jean-Louis Mery

Pierre Marucchi
Representative of FCB

Valérie Raoul-Desprez
Appointed by FSI

Nicolas Manardo
Representative of FSI

Philippe Tcheng
Representative of Gers GIE

Anthony Roberts
Representative of Alliance Healthcare France

Jean-Pierre Cassan
Independent Director

GENERAL MANAGEMENT

CEO
Jean-Claude Labrune

MANAGING DIRECTOR
Pierre Marucchi

CHIEF OPERATIONAL EXCELLENCE OFFICER
Karl Guénault

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 INSURANCE
Antoine Aizpuru

CEGEDIM E-BUSINESS
Arnaud Guyon

Worldwide Presence



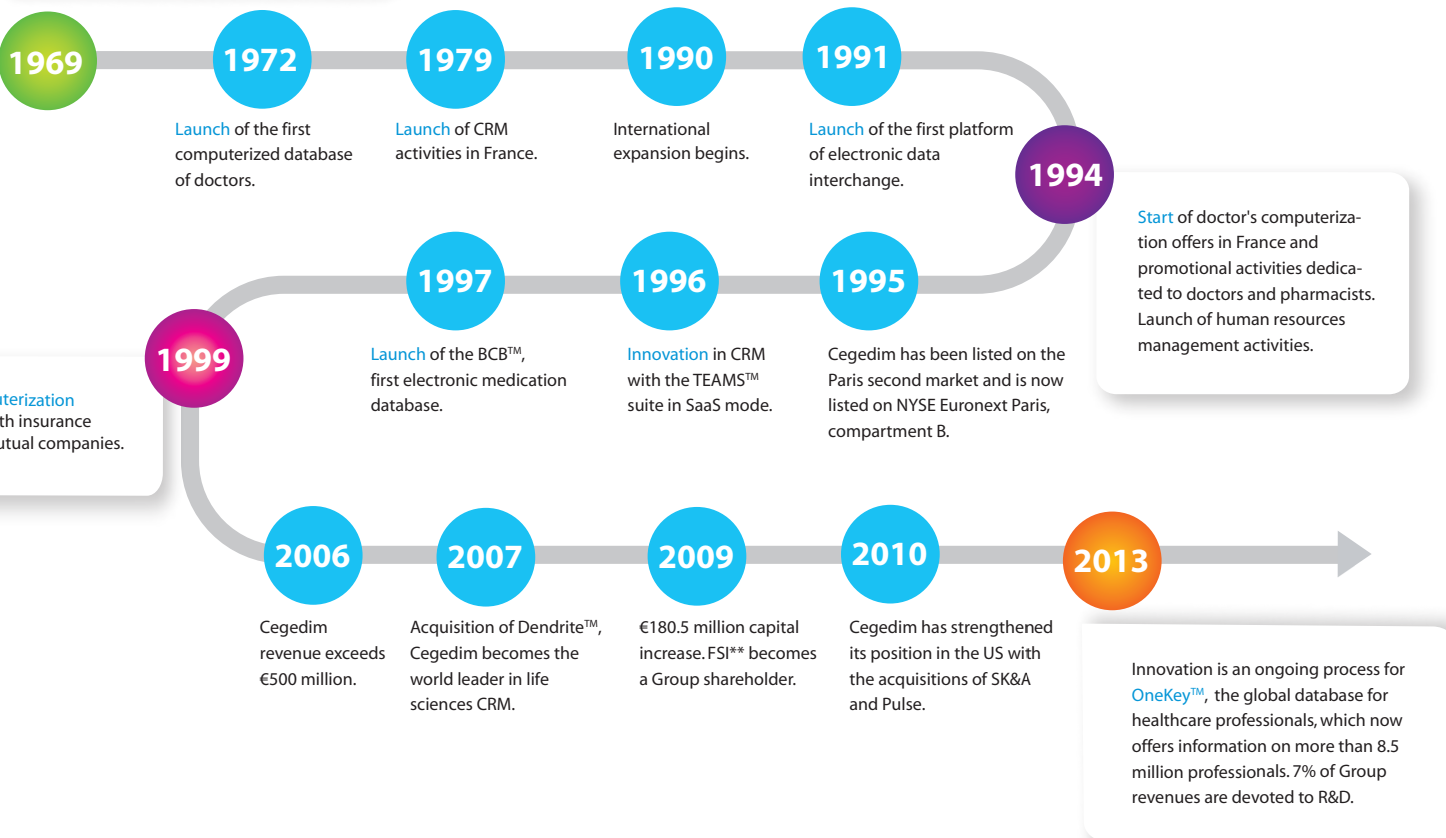
 HOSTING CENTERS

 R&D CENTERS

History of Cegedim



Jean-Claude Labrune founds Cegedim* with initial vocation to pool pharmaceutical companies know-how and IT resources in document research fields.



* CEntre de GEstion, de Documentation, d'Informatique et de Marketing
 ** Fonds Stratégique d'Investissement



Cegedim Values

Cegedim's values are founded on a permanent quest for innovation and the optimization of the quality of its products and of data to support the "business" needs of its customers' markets.

This requirement for innovation, quality and investment for their future is the core of the Group's strategy for growth and is based on strongly-held values. By respecting these values, we ensure, together, our future success.

•• An agile organization conceived to foster innovation and entrepreneurial spirit

The Cegedim Group is based on business units and on very independent companies, animated by managing entrepreneurs who are able to share and promote the technological excellence of their products in sectors with large potential for growth.

Most offerings proposed are very complete lines of customer services, involving high levels of knowledge and business specializations. The technical teams follow the products from the initial innovation to the production stage. Product development teams are fully aware of customers' needs and of the features of the solutions they offer.

•• A focus on client satisfaction

Cegedim's goal is to deliver the added-value that customers need at a fair price. Great responsiveness and adaptability to change are possible due to human sized teams that promote communication, the transfer of skills and sharing of experiences. Cegedim bases its work on efficient, proactive and motivated teams, which benefit from short information circuits and rapid decision-making, and which are very adaptable to change.

•• Compliance

The nature of Cegedim's activities requires it to handle sensitive data, primarily in the pharmaceutical industry. Compliance is the source of Cegedim's credibility in the world of healthcare, in particular concerning confidential customer data and commitments to anonymity.

Adherence to applicable regulations and strong ethics are the core values that enable Cegedim to develop and lead its collaborators to evolve individually.



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.

Joining Cegedim means seizing an opportunity to work in an advanced technological environment with rich and varied projects, while growing continuously.

In fact, 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 (13% of global workforce).

•• 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.

8,100

*employees with 60%
abroad*

+1,900

*new employees
in 2012*



CRM & strategic data

for the Life Sciences Industry

more than 200,000
users of Cegedim's solutions

OneKey™ is the world leading healthcare
professional database with more than
8.5 million HCPs

53%
of 2012 revenue



Healthcare professionals

for General Practitioners, Specialists,
Paramedics & Pharmacists

more than de 145,000*
healthcare professionals

more than 78,000*
pharmacists

* workstations

31%
of 2012 revenue



Insurance & services

for Major Healthcare Insurance Players
& Clients in All Business Sectors

40 million
policyholders managed with Cegedim's solutions

300 million
electronic payments

16%
of 2012 revenue

Cegedim Relationship Management

CRM Platform

- **MI-Mobile Intelligence™**
- **Teams™**
- **Organization Manager™**

Data Optimization

- **OneKey™** • **SK&A™**

Regulatory Transparency

- **AggregateSpend360™**

Social Networks

- **Docnet™**

Cegedim Customer Information

Physicians' Nominative Data

- **Icomed™** • **Medimed™**
- **Physician Connect™** • **Docscan™**

Cegedim Strategic Data

Market Research Studies

Pharmastock

Medical Sample Management

Medexact

Digital Promotion

Reportive

Business Intelligence

Itops Consulting

Sales Force Optimization

GERS SAS • Cegedim Analytics InfoSanté • Santestat

Sales Statistics for

Pharmaceutical Products

Cegedim Communication Directe

Corporate Databases and
Associated Services

Cegedim Healthcare Software

Software for Pharmacists

- **Alliadis** • **Cegedim Rx**
- **Next Software** • **Pharmec**

Software for Doctors

- **Cegedim Logiciels Médicaux**
- **INPS** • **HDMP** • **Pulse**
- **Millennium** • **Stacks**

Software for Paramedics

- **RM Ingénierie**

Medication Database

- **Claude Bernard Database
(BCB™) - RESIP**

RNP

Promotional Information

Cegelease

Medical Financial Leasing

Cegedim Insurance

IT for Healthcare Insurers

- **Cegedim Activ** • **Midiway**

Flows and Electronic Payment

- **CETIP (iSanté - SP santé)**

Management Services

- **iGestion**

Cegedim e-business

Digitalization

- **Cegedim EDI**
- **Global Information Services™**
- **Cegedim Global Payments**
- **Hospitalis**
- **Qualitrans-Telepharma**

Cegedim SRH

Outsourced Payroll and Human
Resources Management

Cegedim Outsourcing

Integration and Services

Cegedim Hosting

Healthcare Data Hosting

CRM & strategic data

for the Life Sciences Industry



The “CRM and strategic data” division aims to support healthcare companies worldwide in their different commercial and medical operations by providing them with databases, marketing tools and regular or tailored audits.



CRM & strategic data

For the Life Sciences Industry

Cegedim enables the Life Sciences companies to optimize their investments using the technological tools and data necessary to identify the medical needs of prescribers.

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;
- report and analysis tools for city and hospital-based sales forces;
- databases and tools allowing for a better understanding of prescriber demands;
- tools and research for strategic marketing, operational marketing and monitoring competition;
- tools for measuring performance and promotional investments;
- business intelligence solutions.

CRM

... CEGEDIM RELATIONSHIP MANAGEMENT

With a global footprint of 200,000 users and a market share of 36% for pharmaceutical Customer Relationship Management (CRM), and 44% for healthcare professional databases, Cegedim Relationship Management is one of the world's leading providers of technology solutions designed specifically for the Life Sciences Industry.

Cegedim Relationship Management helps its Life Sciences clients strengthen their customer relationships, enhance sales effectiveness, optimize data quality, improve marketing performance and mitigate regulatory compliance risks. **With a presence in more than 80 countries, Cegedim Relationship Management combines its global expertise with a deep understanding of local, regional and global markets** to help clients promote and market their products in the most efficient and cost-effective manner.

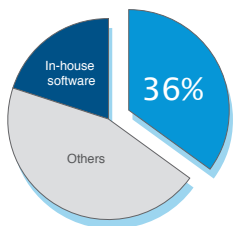
CRM & strategic data For the Life Sciences Industry

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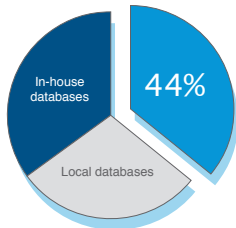
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Cegedim's market share



Pharmaceutical
CRM



Databases for
Healthcare
Professionals

Leveraging its industry experience with specialized insight into Life Sciences commercial operations and governmental regulations, Cegedim Relationship Management offers companies of all sizes a targeted approach to optimizing growth within the globally evolving Life Sciences Industry.

Its vast portfolio of technology and services has been seamlessly integrated to offer Life Sciences companies added value across functions and organizations. Cegedim Relationship Management is the only Life Sciences services and technology company that can be engaged at every step of their product line's life cycle.

Mobile Intelligence™

Cegedim Relationship Management offers Mobile Intelligence™, an enterprise CRM platform combining powerful, flexible and digital functionalities designed to enable commercial and medical teams build better relationships with their stakeholders.

This offering includes:

- A complete suite of CRM solutions available via Cloud-based or traditional license models for cross-functional teams like medical representatives, Key Account Managers, Medical Science Liaisons, IT or sales operations and/or managers;

- Designed applying human-centered design principles to increase its usability through a consistent graphical user interface (GUI) whether accessed when connected to the internet or via offline mode;

- Mobile Intelligence™ Platform features an open model for clients & partners to configure, administer and integrate with other systems to enable increased autonomy and formalized governance;

- Robust Closed Loop Marketing capabilities to improve interactions with key stakeholders;

- Installation and support services adapted to meet local needs and business intelligence analytics;

- Cegedim's global data centers were recently awarded ISAE 3402 and SSAE 16 certifications.

Mobile Intelligence™, in 2010, was the first CRM solution for the Life Sciences industry to be made available on iPad and iPhone. Mobile Intelligence™ is also fully compatible with Windows 8's PRO tablet, as well as other smartphones.

Data Optimization

OneKey™

Cegedim Relationship Management offers **OneKey™, the most complete healthcare professional database in the world with more than 8.5 million healthcare professionals**, allowing for global management of global data.

This solution was built on an advanced data integration model and proven data methodology. It is maintained daily by experts in the field with excellent knowledge of local healthcare issues, and adheres to ISO 9001 procedures.

Leveraged by commercial teams in the healthcare industry, the OneKey™ database allows users to obtain accurate information for each category of healthcare professional, and provides various means of contacting them: practice address, telephone numbers, emails, etc.

New information is regularly collected to meet the new challenges facing the pharmaceutical industry, such as data relating to Key Opinion Leaders, Market Access information and, more recently, data relating to Internet and digital use, which is decisive for new multichannel strategies.

SK&A

SK&A is the leading supplier of healthcare databases in the US. The organization researches and maintains the contact information and profiles of more than 1 million

healthcare professionals, and is integrated with Cegedim's OneKey™.

SK&A's data facilitates marketing efforts in many healthcare sectors, particularly those pertaining to the pharmaceutical, medical device, medical equipment, direct marketing, publishing, insurance, medical education, and government industries. The quality and reliability of SK&A databases is ensured by the continuous telephone verification of database records throughout the year conducted by the company's team of researchers based in Irvine, California.

Every month, SK&A receives over 400 orders and delivers more than 32 million healthcare records to its numerous customers, including the biggest healthcare institutions, press groups, pharmaceutical laboratories and federal government institutions.

Regulatory Transparency

In order to help the Life Sciences Industry manage complex transparency and disclosure requirements, Cegedim Relationship Management offers specialized consulting, support services, and advanced technological tools that allow our customers to cost effectively implement solutions adapted to local, regional and international policies, processes, guidelines, codes, and regulations.

The global drive for transparency regulations encourages pharmaceutical companies to monitor and communicate all of

CRM & strategic data *For the Life Sciences Industry*

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According to an IDC study conducted in 2011, Cegedim Relationship Management is currently positioned as the

global leader

in regulatory transparency solutions for the Life Sciences companies.

their financial interactions with health-care professionals.

In 2006, Cegedim's AggregateSpend360™ was the first commercial offering of its kind to be launched to address this administrative challenge.

AggregateSpend360™ has tools that allow its users to automatically generate reports adapted to local, regional, and global requirements. The latest version of the solution includes an even more advanced option to detect fraud, Internet publication of spending and conflict management as required by American federal law - and more recently - by other countries, such as France, Germany, Spain and the United Kingdom.

BUSINESS INTELLIGENCE

... REPORTIVE

Reportive publishes a business intelligence software package, acknowledged as one of the best on the market. This software can be used to create and automatically distribute personalized reports and interactive trend charts (sales force, marketing, finance, human resources, etc.) aimed at improving the competitiveness, productivity and efficiency of organizations.

The flexibility of the solution makes it possible to adapt to the needs of the profession and provides the necessary responsiveness to integrate changes.

It is easy to use and has advanced data validation capabilities, allowing 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 significant productivity gains thanks to low TCO (Total Cost of Ownership) and quick implementation.

Reportive is a significant player on the decision software publishing market, with more than 200 customers across all business sectors, including 16 of the world's 20 largest pharmaceutical companies.

Many Cegedim solutions also include Reportive™ to provide indicators, dashboards and trend charts.

MARKET RESEARCH STUDIES

... CEGEDIM STRATEGIC DATA

Cegedim Strategic Data (CSD) is one of the leading market research companies dedicated to the healthcare industry. With over 20 years' experience in this industry, CSD offers a unique combination of secondary, primary and medical research services by integrating its numerous data sources (promotion databases, patient databases, Zoom, primary market research).

Many state organizations are now using CSD data as benchmark data for their studies and particularly for their medico-economic studies.

CSD's connected data helps pharma companies to optimize and adjust their business strategies throughout the lifecycle of their products covering key areas such as Market Access, Market Maintenance, Sales Force Effectiveness and Launch Excellence.

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

CSD's 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), CSD Analyzer™ (Powered by Reportive – dynamic data analysis and dashboard tool) and CSD Advance™ (Powered by Reportive – Business Intelligence tool), and it also benefits from the Onekey™ physicians database.

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

Promotional 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 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, e-activity, DTC, social media, etc.), the investment trends for different targets (general practitioners, specialists and pharmacists), the usefulness and impact of medical rep calls and sales force effectiveness.

CSD

*CSD is present
worldwide and has over*

50
global and
500

*local pharmaceutical
companies among its
clients.*

Patient Database

CSD has two sources for patient and prescription information:

- longitudinal patient databases with anonymized observational data;
- panels of specialists (office and hospital-based) that ensures constant monitoring market by market: PDS™ (Patient Database Survey).

The patient data and real-world evidence collected offer 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 campaigns if necessary.

Medical Research

CSD's offer includes CRO (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 customised strategic recommendations to its clients.

In 2012, CSD conducted over 1,500 international and local studies (recall tests, prescribing behaviour, analyses of rep calls, brand equity, advertising overview, etc.), covering all therapy areas.

SALES FORCE OPTIMIZATION

... ITOPS CONSULTING

Itops Consulting offers its customers support in their strategic thinking on promotional issues.

Itops Consulting's expertise covers projects relating to organization, recommendation, performance, strategic analysis, compliance and support.

SALES STATISTICS FOR PHARMACEUTICAL PRODUCTS

... GERS SAS

Gers SAS processes and establishes sales statistics for all pharmaceutical products by geographic analysis units (UGAs) on behalf of Gers (an economic interest group of pharmaceutical companies operating in France) using **data collected from wholesale distributors, pharmaceutical companies and pharmacists.**

Since 1999, these statistics have been available online on a weekly basis. The most recent geographical segmentation is much more homogeneous in terms of activity volume, allowing 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 regulatory data for agreements between LEEM⁽¹⁾ and CEPS⁽²⁾.

... CEGEDIM ANALYTICS

A data processing specialist, Cegedim Analytics offers a complete outsourcing service through the integration of all types of data, and the reprocessing and distribution of dashboards via Click-Pharma™ (PC), Click-Manager™ (PC) or Match™ (iPad). Cegedim Analytics also has an insourcing offer, which enables companies' business experts to be independent in their reporting and to meet the needs of their internal clients through access to the Reportive™ software platform. This service is available to all business sectors.

... INFOSANTÉ

With its subsidiaries InfoSanté in Romania and Gers Maghreb in Tunisia, the Cegedim Group provides sales statistics on pharmaceutical products. In both countries, Cegedim 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 they need

Gers SAS

746

*geographic units
divided into*

4,565

*Sales Points
Aggregates or APVs,
each containing 3 to
8 pharmacies.*

CRM & strategic data For the Life Sciences Industry

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(1) LEEM:

is a professional organization that unites and represents drugs companies operating in France.

(2) CEPS:

is the Healthcare Products Pricing Committee, an inter-ministerial body under the joint authority of the Ministers for Health, Social Security and the Economy, whose main task is to set drug prices and rates for medical equipment for individual use paid for by France's mandatory health insurance scheme.

to optimize pharmacy management, pricing policy monitoring and to have an overview of their purchasing market.

These statistics provide pharmaceutical companies with the data necessary to better understand drug distribution channels.

PHYSICIANS' NOMINATIVE DATA

... CEGEDIM CUSTOMER INFORMATION

Cegedim Customer Information (CCI) is an essential nominative information assessor qualifying healthcare professionals with more than 25 years of experience. This nominative research allows users to obtain key indicators for segmentation and targeting: prescription preferences, number of patients, therapeutic strategies, early adopters, digital profile and experts as well as their networks of influence.

Based on OneKey™, CCI delivers strategic data to laboratories in total compliance with local laws regarding personal data protection.

Icomed™ / Docscan™ (Prescriber in Germany)

Every year, Icomed™ 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.

This information is primarily used to carry out or optimize segmentations and the targeting of pharmaceutical laboratories and can be used as sales force indicators.

Docscan™ is used for specific segmentation and targeting requests from pharmaceutical laboratories on a specific therapeutic field in all countries where OneKey™ is present.

Physician Connect™

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.

Icomed

Studies are carried out on

44

specialties in France and as well as in Germany, Italy, Spain, the Benelux and Nordic countries, Russia, Poland, Turkey and Romania.

Physician Connect™ is used for specific requests from pharmaceutical laboratories on a specific therapeutic field in all countries where OneKey™ is present.

Digital Customer™

Digital Customer™ profiles physicians according to their readiness to adopt new media and allows to integrate a new operational axis of segmentation to optimize mix media.

This study exists for GPs and specialists in France, Belgium and Netherlands and is in development in the rest of Europe.

KPI on REPs quality

Considering the emergence of new needs expressed by pharmaceutical companies, **CCI develops a new survey whose objective is to measure the quality of medical information delivered by REPs.**

This new survey offers key indicators of sectoral measures tailored to the needs of pharmaceutical laboratories and allows customized territory alignment analysis with the most appropriate granularity.

The ranking obtained ultimately allows the classification of the REPs territories, helpful to distribute quality incentives thanks to external and objective criteria.

CORPORATE DATABASES AND ASSOCIATED SERVICES

... CEGEDIM CD (Cegedim Communication Directe)

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

Specific Databases

- **Business & Management:** 287,435 companies, classified by revenue, with telephone and fax numbers, and more than 501,811 skilled functions;
- **3,738,306 corporate headquarters** with details of the main executive, telephone and fax;
- **Insee:** 5,832,120 organizations (comprehensive directory of companies);
- **LaMég@baseB2B™:** a multichannel BtoB repository with more than 2,900,000 email addresses;
- **Compagny Cars Fleets:** 1,252,000 active organizations for 4,810,000 vehicles;
- **Business:** professional occupations, elected officials and local authorities.

Data processing/Data Quality Management

- Database audit, standardization, restructuring and clearing;
- Merge and purge, reconciliation and data consolidation;
- Reconciliation with the Sirene database;
- Data cleaning and enrichment;
- Client data maintenance using updates specific to Cegedim CD;
- Analysis of data and client profiles, segmentation and marketing scores.

Online Services

- **GlobalDataControl™** is a secure place to exchange information along with automated controls and data enrichment and reliability processes;
- **GlobalDataDistri™** is a Web solution for counting and extracting BtoB data;
- **SirWebAnnuaire™** provides access to Insee's Sirene repository, which is enhanced by Cegedim CD in the form of a directory;
- **SirWebServices™** are Web Services for connecting client solutions (CRM, ERP, Web form, etc.) to Cegedim CD's BtoB repository;

- **GlobalDataReport™** is a report generation solution (using the Reportive software suite) to enhance client knowledge;
- **GlobalDataValid™** is a Web solution for manual reconciliation and validation to compare duplicate entries online.

To offer all of these services, Cegedim CD 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 CD 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;
- **OneKey Web Authentication™** is a Web Service designed specifically for publishers of professional content sites requiring strict validation of access. This service can build highly accurate visitor profiles using the Group's business reference systems.

MANAGEMENT OF MEDICAL SAMPLES

... PHARMASTOCK

Medical promotion requires the implementation of logistics capabilities for preparing and distributing promotional material to the sales forces of pharmaceutical companies. Cegedim offers its partners the possibility of outsourcing this capability via its Pharmastock subsidiary, a pharmaceutical prewholesale specialist.

On behalf of pharmaceutical companies, Pharmastock stores, prepares and dispatches:

- documentation for medical reps working in the field to meet their occasional needs or as part of their usual allowances;
- samples to physicians.

To comply with pharmaceutical companies' traceability obligations in respect of sample distribution, Pharmastock, backed by the Cegedim Group's knowledge of healthcare professional file management, can meet the specific needs of sales personnel and health professionals through its Tracere™ package.

DIGITAL PROMOTION

... MEDEXACT

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

The ScreenPub™ offer concerns doctors equipped with Cegedim Logiciels Médicaux's software interconnected to Cegedim servers.

CRM & strategic data *For the Life Sciences Industry*

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Healthcare professionals

- General Practitioners
- Specialists
- Paramedics
- Pharmacists



Having worked alongside healthcare professionals for many years, today Cegedim has positioned itself as one of the leading medical management software publishers across the world.

The Group works on a daily basis with paramedical professionals, pharmacists, general practitioners, and specialists.



Healthcare professionals

*For General Practitioners,
Specialists, Paramedics & Pharmacists*

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

CHS

More than

145,000

*workstations for physicians
and paramedics*

More than

78,000

workstations for pharmacists

CEGEDIM HEALTHCARE SOFTWARE

The Cegedim Healthcare Software (CHS) Business Unit coordinates and consolidates all activities pertaining to software solutions for healthcare professionals.

Cegedim Healthcare Software, organized around four areas in nine countries (Belgium, Chile, France, Italy, Romania, Spain, Tunisia, the United Kingdom, the United States), provides major diversification for Cegedim's future:

- software for pharmacists (Alliadis, Cegedim Rx, Next Software, Pharmec);
- software for doctors (Cegedim Logiciels

Médicaux, INPS, HDMP, Millennium, Stacks, Pharmec, Pulse Systems);

- software for paramedical professions (RM Ingénierie);
 - medication database (Resip/Claude Bernard Database).
-

SOFTWARE FOR PHARMACISTS

... ALLIADIS

Specializing in pharmacy computerization, the Alliadis group (Alliance Software, Alliadis, PGInformatique and ASPLine) 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. The new regulatory challenges such as the Pharmaceutical File, the development of the SESAM-Vitale environment, substitu-

Healthcare professionals

*For General Practitioners,
Specialists, Paramedics & Pharmacists*

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tion goals, product traceability and coding, over-the-counter drugs, and new pharmacist responsibilities from the HPST law are some of the issues that encourage short or medium term changes in IT tools, and are areas in which Alliadis has always been involved from an early stage.

The Alliadis group offers custom-made solutions to the various entities in the market:

- independent pharmacists and 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;
- 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.

The Alliadis group has developed a range of different business solutions that allow it to target all types of pharmacy.

Its new Périphar™ software developed in Java has enhanced the Alliadis group's current product line comprising the Opus™ and Alliance Premium™ software.

Alliadis continues to anticipate pharmacists' needs, particularly through NTPharm, its Sales Division devoted to keeping sales areas attractive and secure, and by offering services related to their new duties such the rental of medical equipment and management of long-term care facilities.

Alliadis has made a significant effort in conjunction with the sector authorities, alongside CNAM and the pharmacist trade associations, as part of the SCOR process aimed at complete dematerialization of the transmission of documentary evidence to CPAM. The success of the testing phase led to the signature of an addendum to the agreement which authorizes the digitalization of prescriptions at pharmacy counters nationwide, as well as their online transmission to CPAM from 2012.

Alliadis

Over
8,500
clients

One of the
leaders
of the pharmaceuticals
IT market in France

Cegedim Rx

Over

50%

of the pharmacy
market which
incorporates in excess of

12,200

pharmacies
in the United Kingdom

Likewise, anticipating the new pharmacy agreement which as of 2013 gives pharmacists a major role in patient management inside the pharmacy, Alliadis has developed a full Web application called MSP™ (for Mon Suivi Patient™, My Patient follow-up).

Mon Suivi Patient™ will provide access to a treatment folder in which all the health data on individual patients can be collated, and to a library of pharmacist consultation protocols, such as the follow-up of patients taking oral anti-coagulants, the monitoring of asthmatic patents, etc. The ability to access it in cloud mode means that a group of pharmacies can share patient data, which is a first step towards coordination between health professionals.

... CEGEDIM RX

Cegedim Rx is the leading supplier of Pharmacy software solutions and computer services in the United Kingdom.

Its product line includes Nexphase™ and Pharmacy Manager™ Patient Medication Record systems, which process over 300 million prescriptions every year. The majority of leading pharmacy cooperatives such as: Asda, Alliance Boots, the Co-operative Group, Sainsburys, Tesco, Morrisons and Superdrug all 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 government sponsored broadband communications (N3) 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 Centre.

Cegedim Rx which is certified ISO 27001, 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 in the market, with a presence across the Tunisian territory.

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 (Claude Bernard Database - BCB™) and electronic information exchange.

Healthcare professionals

*For General Practitioners,
Specialists, Paramedics & Pharmacists*

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Pharmec

*Leader in the pharmaceutical software industry
with over*

40%

*market share
in Romania*

... PHARMEC HEALTHCARE SOFTWARE

Specialized in publishing and supporting solutions for healthcare professionals in Romania, Pharmec Healthcare Software is the leader in the pharmaceutical software industry. Pharmec is also one of the up and coming players in the physician computerization market in the country. Pharmec Healthcare Software's offering is going to rapidly grow in the medicinal database and online medical software fields thanks to Cegedim's experience in this area.

SOFTWARE FOR DOCTORS

... CEGEDIM LOGICIELS MÉDICAUX

Cegedim Logiciels Médicaux designs solutions for office-based physicians (GPs and specialists), multi-disciplinary healthcare centers, other healthcare centers and oncology institutions:

- For independent physicians: Crossway™, Doc'ware™, Médiclick™ and monLogicielMedical.com™, hosted in the Cegedim HADS environment, standing for

certified hosting of healthcare data, all provide simple, effective management of patient files;

- For multi-disciplinary healthcare facilities: a version of monLogicielMedical.com™ has been tailored to data sharing needs between healthcare professionals (physicians and paramedics) within a single building. Certified by ASIP, this version also meets the needs of healthcare groups;

- For healthcare centers: Crossway CDS™ provides medical management software for healthcare centers. This is combined with a solution for third party payment management;

- For oncology facilities: OncoBaze™ and Oncoweb™ software offer overall management of the workflow for chemotherapy treatments and their complete traceability.

The Resip FSE™ and e-FSE™ solutions, used alone or integrated with medical software, allow electronic care sheets to be prepared in compliance with the latest regulations in force.

INPS

The Vision™ clinical application is used by

10,000

doctors
at more than

2,300

primary care centers
in the United Kingdom

Cegedim Logiciels Médicaux software changes over time in accordance with regulatory requirements such as HAS accreditation, integration of electronic services and tracking ROSP indicators (remuneration based on public health objectives) and to users' needs, particularly in their interactions with medical data sharing platforms.

... INPS

INPS is maintaining its leading position in the Primary Care sector in the United Kingdom with its Vision™ offer. The national IT projects, driven by the the National Health Service require INPS to continually develop and adapt Vision™ to meet the requirements for interoperability between healthcare professionals.

... HDMP

With the Health One™ solution, HDMP is the second largest player in the Electronic Healthcare Record market for general practitioners in Belgium. HDMP is also very active in sectors involving hospitals, occupational medicine, after hours services, prevention centers, healthcare centers, etc. with more than 2,200 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 2,600 GPs and Sosepe with 3,700 GPs).

Millennium now directly or indirectly equips more than 22,800 physicians (GPs and Pediatricians), representing a 39% market share 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 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.

In 2012, Stacks has been working together with CHS to launch the first 100% on-line medical solution for physicians in France (monLogicielMedical.com™) and other EU countries.

Healthcare professionals

*For General Practitioners,
Specialists, Paramedics & Pharmacists*

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... PULSE SYSTEMS, INC

Pulse is in line with President Obama's healthcare reform and is being developed to manage electronic patient files (EHR) in the United States. The incentive programs undertaken by the US Department of Health and Human Services encouraged adoption of these healthcare technologies beginning in 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.

1984, RM Ingénierie has positioned itself as one of the leading providers in France of management software solutions for paramedical practices.

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

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

MEDICATION DATABASE

... RESIP COMPANY - CLAUDE BERNARD DATABASE

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 (French acronym BCBTM). The BCBTM was the first drug database accredited as of 2008 by the French national health authority- Haute Autorité de Santé (HAS), as a certification of prescription assistance software.

RM
Ingénierie

Over

33,000

paramedics using its
solutions in France

SOFTWARE FOR PARAMEDICS

... RM INGÉNIERIE

RM Ingénierie offers a full range of software (+4,000TM) for the paramedical professions: nurses, physiotherapists, speech therapists, orthoptists, chiropractors, podiatrists, midwives.

Designer of France's first practice management software for physiotherapists in

BCB

Integrated in more than
8,500
pharmacies
16,000
medical offices

It is integrated into the pharmacy management software marketed by the Alliadis network (Alliance Premium™ and Opus™ software). The BCB™ is also to be found in applications for physicians. The BCB™ will be more and more present on computerized physicians' workstations owned by the Cegedim Group in France and is also distributed by other medical software publishers.

As the leading player in the Web market, the BCB™ is integrated into health-care sites and portals.

The technology used by the BCB™ makes it easy for hospitals to incorporate the database into their Intranet systems for Web consultation: BCB Dexter™. APIs (Application Program Interface) also make it possible to interface with the hospital management software. More than 300 hospitals have integrated the BCB™ into their prescription or dispensation software.

OTHER SERVICES

PROMOTIONAL INFORMATION

... RNP: RÉSEAU NATIONAL DE PROMOTION

RNP is the benchmark in France for pharmacy and parapharmacy intervention regarding:

- dynamic display;
- structural and opportunistic marketing (linear, counter, etc.);
- sales space organization;
- point-of-sale surveys.

Equipped with Android tablets, RNP promoters and merchandisers transmit their activity with supporting digital photos in real time. Pharmaceutical companies can, at the same time, monitor the roll-out of their campaigns online. RNP also makes auxiliary merchandising and sales teams available to its customers. Furthermore, becoming the exclusive partner of major associations, RNP manages all of their promotional activities.

After installing customized LED screens in strategic shop windows, RNP is accelerating the deployment of dynamic screens in pharmacies, at key points of sale, thereby creating a significant network.

Healthcare professionals

*For General Practitioners,
Specialists, Paramedics & Pharmacists*

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MEDICAL FINANCIAL LEASING

... CEGELEASE

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

Insurance & services

- For major Healthcare Insurance Players
& Clients in all Business Sectors



Leveraging on its skills in professional software publishing and in processing complex information, the Cegedim Group brings together different offers in the “Insurance and services” division for major healthcare insurance players, as well as technological expertise for its customers in all business sectors.



Insurance & services

**For Major Healthcare Insurance Players
& Clients in all Business Sectors**

*Cegedim
Activ*

More than

40

million

*policyholders managed
with its solutions and*

300

million

EDI flows per year

CEGEDIM INSURANCE

The Cegedim Insurance Business Unit includes all of the Group's products and services for insurers, mutual and contingency companies and intermediaries through its subsidiaries Cegedim Activ, Midiway, CETIP and iGestion. This BU groups all competencies along the entire chain of information sharing between healthcare professionals and insurance organizations and mandatory and supplemental insurers.

IT FOR HEALTHCARE INSURERS

... CEGEDIM ACTIV

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 product line is aimed at all market operators: insurance companies, mutual healthcare companies, provident institutions and intermediaries.

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.

Cegedim Activ brings unique know-how to bear: the business expertise of its employees, the availability and integration of its technological solutions, outsourcing solutions in IaaS, PaaS and SaaS modes using a private cloud, and lastly, healthcare flow management services.

In 2012 Cegedim Activ developed a product for detecting atypical behavior, called Comport&a™.

This year also saw the implementation, with ACTIV'Infinite™ and ACTIV'Premium™ clients, of a dedicated interface for SEPA migration, combined in the case of certain clients with MA€A™, a software solution for managing the Cegedim Group's SEPA assignments.

Insurance & services

*For Major Healthcare Insurance Players
& Clients in all Business Sectors*

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International software solutions, particularly in Africa, were also rolled out.

Finally, Cegedim Activ received ISAE 3402 accreditation in July 2012 for its hosting services, confirming the appropriateness of its internal risk control system and attesting to its total reliability in operations it manages on clients' behalf.

... MIDIWAY

Midiway designs and implements online services on the Internet and on mobile devices for insurers and their policyholders: online sales with electronic signature, extranet in responsive design on mobiles, applications for Smartphones and tablets.

with its SP santé and iSanté brands. **The CETIP platform is now used on behalf of over 200 clients, and manages third party payments for more than 19 million policyholders.**

In 2012, CETIP's flow receipt and management platform processed nearly 150 million invoices for third-party 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, also including transfers with hospitals.

2012 saw the development of new segments in the third-party payer market, especially online third-party payers for opticians and hospital facilities, along with significant change in certain services (such as online verification of entitlements from the pharmacist's workstation, detection of atypical behavior and of hospital admissions, etc.). CETIP handles all regulatory and technical changes related to third party payments for its clients. It makes use of an information system developed by staff in the Cegedim Assurances BU from software components supplied by Cegedim Activ and Midiway, and managed in Cegedim's Tier IV Datacenter in Toulouse, which was ISAE 3402 certified in 2012.

CETIP

2.2 billion
euro
services paid each year
170,000
healthcare professionals

FLOWS AND ELECTRONIC PAYMENT

... CETIP

Historically ranked among the best performing third-party payment operators in the market, CETIP consolidated this position in 2012 by becoming the leading third-party payer management platform

*Cegedim
EDI*

More than
1,000
invoice digitalization
projects

1st company to
obtain approval for
invoice digitization
from the French Tax
Authority in 1992

MANAGEMENT SERVICES

... iGESTION

iGestion offers supplementary and contingency health insurance management services to third parties, for insurance companies, provident institutions, mutual healthcare companies, and intermediaries.

These services enables supplementary health organizations to outsource all or part of their business processes, as for example IT at the Toulouse datacenter.

iGestion's offerings relate to different third party payment management and market risk management systems, and include an option that comes with the third party payment services of the Cegedim Insurance Business Unit.

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.

This entity also provides management services for GIE Edipharm™, GIE Diagdirect™, Hospitalis™ and Qualitrans-Telepharma™.

GLOBAL DIGITALIZATION

... 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 struck 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 customers an industrial solution for electronic exchanges that

Insurance & services

**For Major Healthcare Insurance Players
& Clients in all Business Sectors**

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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.

GIS

More than
100,000
clients connected
300
million
data flow exchanges
every year

... GIS: GLOBAL INFORMATION SERVICES™

Cegedim e-business operates, in SaaS mode, the Global Information Services™ (GIS) platform.

GIS is a modern and robust platform that manages all types of documents (paper, structured files, images), all communications protocols and all information systems, and can be accessed securely on the Internet 24/7.

GIS can meet all electronic data exchange needs via its range of complementary services.

GIS edi™

With this product Cegedim e-business offers local or outsourced EDI and WebEDI solutions (SaaS mode) to handle all the EDI flows in the supply chain, whether commercial, logistic or financial. Cegedim is present in all sectors, and particularly in health, massmarket retailing, automobile, manufacturing, transportation and services.

These proven and secure solutions are based on international standards and regulations and are certified by GS1.

Most clients are large international groups to which Cegedim e-business brings its expertise and offers standard and shared solutions, or solutions tailored to their needs (definition of EDI specifications depending on business sectors and constraints).

Thus the client and its suppliers can use electronic data exchange for orders, responses to orders, delivery notifications, invoices, logistics flows (management of stock in transit), product sheets (GDS) or transportation orders.

GIS Business Process Management™

The GIS Business Process Management™ offer is the combination of:

- **a collaborative workflow** system that can be customized in line with the company processes and organizations;
- **a multi-services platform** that can process all types of electronic documents electronically;
- **a unified portal** that can convey the same information to everyone in the company and to the company's commercial partners;
- **an electronic signature and archiving service, Sign&Archive™**. The documents are signed, time-stamped and archived in a highly secure electronic safe.

Available in SaaS mode, GIS Business Process Management™, allows an electronic solution to be rapidly deployed for handling management processes and carrying out electronic data exchange.

GIS e-invoicing™

This service can be used for electronic and automated processing of invoices in Europe and the rest of the world through the GIS platform:

- the Cegedim network, the European leader since the acquisition of Deskom™ in 2010, which puts suppliers and purchasers in contact and enables them to exchange invoices easily with all the companies connected via a unique connection, irrespective of the electronic data systems, formats and solutions used. Thanks to the high degree of interoperability of the Cegedim network, clients for the GIS e-invoicing™ solution are connected immediately to their partners;
- the expertise of the Cegedim e-business team, which assists clients in implementation, deployment with their partners and support services, in France and abroad.

The GIS e-invoicing™ service includes two comprehensive and modular offers, which are proven and optimized, thanks to hundreds of successful projects:

- **"Suppliers e-invoicing"**, for handling all supplier invoices electronically, receiving them in electronic format and integrating them automatically into the company's ERP system;
- **"Clients e-invoicing"**, for handling all client invoices electronically, issuing them in electronic format using invoicing systems.

Insurance & services

**For Major Healthcare Insurance Players
& Clients in all Business Sectors**

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... CEGEDIM GLOBAL PAYMENTS

Cegedim Global Payments offers a software suite (MA€A™) that facilitates and optimizes migration to SEPA (Single Euro Payments Area) Direct Debit (SDD).

Available under license or in SaaS mode, this software minimizes the modifications that need to be made to the information system of the issuer of the transfer, and makes the complex rules related to the use of SEPA direct debits and transfers transparent to business users.

Cegedim Global Payments also offers access to its Transfer Management Service Center, which provides all the processes and procedures for, in particular, the digitization and filing of digitized transfer orders in an electronic safe (NFZ 42013 certified), as well as the related traceability and reporting management processes.

Lastly, the CEG€Pass™ suite of solutions and services enables:

- complete electronic management of contracts and payment transfer orders;
- payment of invoices issued by the client;
- implementation of new payment methods.

... HOSPITALIS

Hospitalis™ is a shared portal between healthcare organizations and their suppliers, allowing customers to facilitate supply chain commercial exchanges for the pharmaceutical, medical and diagnostic fields.

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 public and private hospital sector, for which it routes purchase order data flows.

Hospitalis™ is also integrated into the e-procurement solutions for Cancer Research Institutes to provide a repository of drugs, medical equipment, and laboratory products and to make the necessary

Hospitalis

1,000

major healthcare establishments

26

of which are regional university hospital centers

1.75

million orders in 2012

3

Qualitrans- Telepharma

Over
3,000
pharmacists
84 million
electronic care sheets
routed per year

infrastructure available for the electronic exchange of all procurement flows.

... QUALITRANS- TELEPHARMA

Qualitrans-Telepharma centralizes the claims for electronic care sheets from pharmacies and allocates them to the appropriate mandatory and supplementary healthcare insurers. This is crucial to the acceptance of third-party payments by healthcare professionals.

Qualitrans-Telepharma is fully compatible with SESAM-Vitale 1.40 standards and, with a high 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.

OTHER SERVICES

OUTSOURCES PAYROLL & HR MANAGEMENT

... CEGEDIM SRH

Cegedim SRH operates in the HR outsourcing market, offering innovative, high value-added solutions, from payroll management to HR management.

A major player in this market, Cegedim SRH provides its SmartRH™ service, which is based on TEAMS^{RH}™, its own HRIS solution.

In a changing and complex economic and legislative environment, Cegedim SRH makes its HR expertise available to its clients to meet the need for a flexible and effective HR function.

TEAMS^{RH}™ is an innovative, complete and modular HRIS solution designed for outsourcing.

Its design method gives it flexibility and ease of use.

It is particularly adapted to manage companies with varying sizes and structures; from tens to tens of thousands of employees, multi-companies and multi-establishments, multiple collective labor and regulatory agreements.

Insurance & services

**For Major Healthcare Insurance Players
& Clients in all Business Sectors**

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*Cegedim
SRH*

SmartRH™

*a value-added range
of services tailored
to the needs,
environment and size
of any company*

TEAMS^{SRH}™ offers broad functionality, with a wide range of modular and customizable functions that can meet the needs of every organization:

- payroll and personnel administration;
- HR portal;
- HR management and decision-making;
- GPEC;
- training;
- time management;
- global HR.

Cegedim SRH differentiates itself on the market by offering a wide range of service and support offerings, which can be tailored to requirements at any time.

In addition, this offering stands out due to its approach, which provides, as standard, a payroll applications platform that takes into account changes in the law and the key provisions of collective labor agreements.

Cegedim SRH is committed to ensuring that payroll and HR management is reliable and sustainable, irrespective of its clients' structures or related legislative changes.

Cegedim SRH's services are as follows:

- **SaaS+** (Software as a Service+): data management, corrective maintenance and application updates following changes in the law and collective labor agreements;
- **Processing Outsourcing:** partial outsourcing, customer relations management. Payroll processing, operating activities, production and publishing;
- **Total BPO Outsourcing:** complete management of all payroll operations (ISAE 3402 accreditation);
- **BPO on Demand option:** for customized service. In addition to the Processing and BPO service, management of certain processes (preparation of reports, monitoring of medical rep visits, etc.).

HOSTING, SERVICES AND INTERNET

... CEGEDIM HOSTING

Cegedim has extensive expertise in facilities management for pharmaceutical companies, insurers, healthcare mutual companies and healthcare networks (e.g. Electronic Patient File trials) as well as in managing financial flows and digitized documents, and in outsourcing HR processes and payroll.

Due to their highly strategic and sensitive nature, these activities have led the Group's IT teams to devise and implement processes and architectures with very high availability that meet the most stringent security requirements and, in particular, standards governing the hosting of medical records or the banking sector.

Cegedim is accredited for private healthcare data hosting by the French Ministry of Health.

Cegedim thus offers its customers a complete "private cloud" service, based on hosting capacities and knowledge distributed around the world across its three zones: USA (Chesapeake site), Europe

(Boulogne-Billancourt campus and Toulouse site) and Asia-Pacific (Singapore site). The locations of these Tier III+ level sites allow, on the one hand, for services to be provided continuously, and, on the other, the implementation of Service Continuity Plans or Disaster Recovery Plans within the same region or between regions.

... CEGEDIM OUTSOURCING

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

Integration

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

Data Management

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

*Cegedim
Hosting*

ISAE 3402
and **SSAE 16**
*accreditations obtained
in 2012*

Insurance & services

*For Major Healthcare Insurance Players
& Clients in all Business Sectors*

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Digitalization

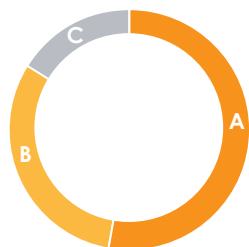
Digitalization is aimed at supporting customers through the overall process of managing assorted content (forms, inbound documents, invoices, etc., in paper or electronic format): receipt, digitalization, recognition, extraction, verification, validation through the establishment of workflows via an EDM system).



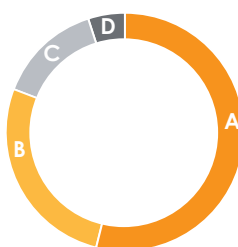
Finance

2012 REVENUE BREAKDOWN

Division



Geographic sector



Currency



A	CRM & strategic data	53%	France	55%	EUR	65%
B	Healthcare professionals	31%	EMEA ex. France	26%	USD	12%
C	Insurance & services	16%	America	14%	GBP	9%
D	-	-	APAC	5%	ROW	14%

Strong & Stable Shareholder Base

- Majority family shareholding
- Strong long-term shareholding
- Free-float

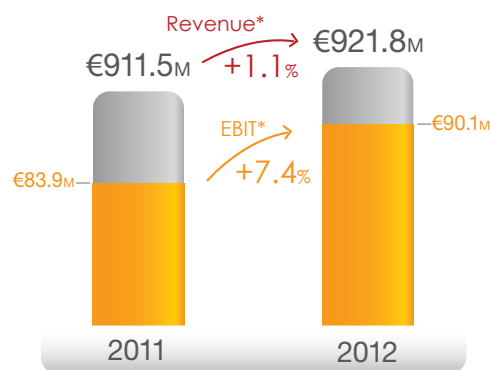
Solid Financial Structure

- Significant level of equity
- Robust liquidity position
- High recurring revenue

Strong Spirit of innovation

- 7% of revenue dedicated to R&D
- Allows the improvement long-term activities

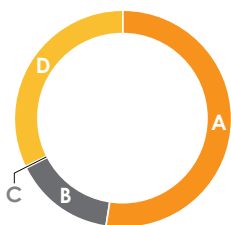
SOLID PERFORMANCES



* Reported Revenue Growth
* Recurring Operating Profit

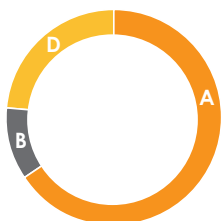
■ SHAREHOLDER STRUCTURE

As of 01.31.2013



Economic Interest

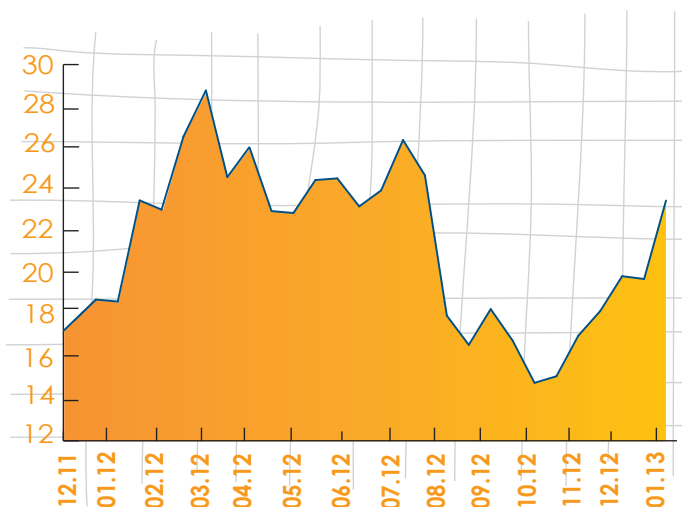
A	FCB	52.6%
B	FSI	15.0%
C	Cegedim	0.2%
D	Free Float including Alliance Healthcare France	32.2%



Voting Rights

A	FCB	64.9%
B	FSI	11.2%
C	Cegedim	0.0%
D	Free Float including Alliance Healthcare	24.0%

■ STOCK PRICE



ANALYST COVERAGE

BOND

- *Imperial Capital (US):*
Diego Affo
- *Société Générale (UK):*
Priya Viswanthan
- *Exane (FR):*
Benjamin Sabahi
- *Oddo (FR):*
Carole Braudeau
- *BofA Merrill Lynch (UK):*
Navann Ty

EQUITY

- *CA Cheuvreux:*
Michaël Beucher
- *CM-CIC Securities:*
Jean-Pascal Brivady
- *Gilbert Dupont:*
Mickael Chane-Du
- *Natixis Securities:*
Richard Beaudoux
- *Société Générale:*
Patrick Jousseume



Additional information can be found on our website:
WWW.CEGEDIM.COM/FINANCE



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www.cegedim.com

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Electronic version available
on our Website www.cegedim.com



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Public company with share capital of €13,336,506.43

Corporate head office: 127 to 137 rue d'Aguesseau - 92100 Boulogne-Billancourt

Trade and commercial register: 350 422 622 - NAF Code: 6311 Z