

## PRESS RELEASE

Ongoing Regulated Information

### **Cegedim signs a heads of agreement to acquire Futuramedia Group**

- This deal strengthens the digital offerings of Cegedim's RNP subsidiary, the French pharmacy signage specialist.

**Boulogne-Billancourt, November 2, 2016**

**[Cegedim](#), an innovative technology and services company, has signed a heads of agreement to acquire Futuramedia Group. Cegedim already has a presence in pharmacy communication activities via its subsidiary, RNP, and the acquisition will bolster that activity by adding Futuramedia, the French leader in digital signage in pharmacies.**

"We are incredibly pleased with this sale, which is a major step forward in the development of Futuramedia. The company has grown from a pioneer into a leader in the French market for digital communications in pharmacy chains, and joining forces with Cegedim's RNP teams will accelerate Futuramedia's commercial and technological development towards the goal of offering pharmaceutical companies and pharmacies increasingly effective solutions," said [Guy Taieb, Futuramedia Group founder and chairman](#).

Once the deal is completed, Cegedim will be able to offer Futuramedia products and services to all of the Group's pharmaceutical and cosmetics company clients and partner pharmacies. This will benefit pharmaceutical companies' advertising efforts, as the Group's media sales teams will have a larger network of digital screens inside pharmacies.

"We are delighted to be incorporating Futuramedia and its teams into the Cegedim Group. The addition will boost our rapidly growing digital activities," asserted [Cegedim's Deputy Managing Director Pierre Marucchi](#).

Last year, Futuramedia Group generated revenues of around €5.4 million. The company will have a beneficial impact on Cegedim Group margins and will begin contributing to the Group's consolidation scope from December 1, 2016. Cegedim remains in compliance with all of its bank loan covenants.

Futuramedia and its shareholders were advised in the deal by the Ohana & Co investment bank and by the law firm of Cover Avocats. Cegedim was advised by the law firm of Ashurst.

### **Financial calendar**

<b>November 29, 2016</b> , after market closing	Q3 2016 earnings
<b>December 14, 2016</b> , at 1:30pm	7 <sup>th</sup> Investor Day

### **Additional Information**

This press release is available:

- on our website

In French: <http://www.cegedim.fr/finance>

In English: <http://www.cegedim.com/finance>

- on Cegedim IR, the Group's financial communications app

To download the app, visit <http://www.cegedim.fr/finance/profil/Pages/CegedimIR.aspx>.

#### **About Futuramedia:**

A digital media sales specialist since 2004, Futuramedia has built a network of point-of-sale digital screens. The company is a pioneer in the sector in France, and has established itself as the leader in digital communication in pharmacies. With more than 5,500 screens in pharmacies and their storefront windows, Futuramedia boasts a flexible and attractive digital media offering that reaches customers both inside and outside of the point of sale.

To learn more, please visit: [www.futuramedia.fr](http://www.futuramedia.fr)

#### **About Cegedim:**

Founded in 1969, Cegedim is an innovative technology and services company in the field of digital data flow management for healthcare ecosystems and B2B, and a business software publisher for healthcare and insurance professionals. Cegedim employs more than 3,600 people in 11 countries and generated revenue of €426 million in 2015. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

And follow Cegedim on Twitter: [@CegedimGroup](https://twitter.com/CegedimGroup) and [LinkedIn](https://www.linkedin.com/company/cegedim)

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