

L'Oréal Active Cosmetics Implements Award Winning* Cegedim Relationship Management Mobile Intelligence Touch, Via the Cloud, for European Business Units

Proven CRM Solution Enables Superior Business Governance and Rich Mobile Functionalities That Promote Ideal Sales Force Efficacy

Paris – October 17, 2013 – [Cegedim Relationship Management](#), today announced that [L'Oréal Active Cosmetics](#) has successfully deployed Mobile Intelligence Touch (MI Touch), a tablet-designed CRM solution, via the cloud, to maximize the medical detailing performance of one of its brands, [La Roche-Posay](#), in Europe. The Active Cosmetics division of L'Oréal is the leading global provider of dermocosmetic solutions, and focuses on maintaining quality, efficacy and safety by meeting a broad diversity of health professional needs.

Improve Governance & Add Value to Commercial Teams with Tablet-Centric CRM

La Roche-Posay offers an expansive product portfolio to diverse healthcare targets worldwide, including physicians, dispensing doctors, pharmacies and drugstores. With a myriad of products, customers, and targets, generating value in their business model hinges on optimal management activity and an ultra-efficient sales force.

"MI Touch seamlessly aligned with our unique dermocosmetic brand and diverse client base throughout our European presence," said Claire Sentenac, International Medical Communication Director for La Roche-Posay. "Having partnered in the past, we are assured that Cegedim's proven expertise will support our continued growth in the future."

Cegedim Relationship Management's MI Touch enriches La Roche-Posay's ability to optimize performance via a central CRM core – allowing for rapid strategy adjustments to better target the needs of dermatologists, pediatricians, and aesthetic doctors throughout Europe. Leveraging the latest in cloud technology, MI Touch serves as a management hub by consolidating each of the company's interactions, and improving governance through rich configuration tools and highly flexible system architecture. Additionally, the company's end users can leverage tablet-perfect functionalities to elevate interaction effectiveness, and facilitate better engagement outcomes with customers and targets.

"MI Touch's governance capabilities and commercial user specific modules provide La Roche-Posay with the advantage needed to consistently achieve their dynamic business goals," said Laurent Labrune, Chief Executive Officer, Cegedim Relationship Management. "At Cegedim, we measure our success by that of our customers. And we maintain those valued client relationships by delivering next generation tools that increase sales force performance and yield better connections throughout our clients' customer networks."

**Frost & Sullivan's 2013 Customer Value Enhancement Award in Mobile Sales Force Automation (SFA)*

*About
Cegedim
Relationship
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.CegedimRM.com.
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*About
Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,100 people in more than 80 countries and generated revenue of €922 million in 2012. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com.
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