

Cegedim Relationship Management Mobile Intelligence Features Full Compatibility with Windows 8

Leading Pharma CRM Solution Enables Flexibility through Seamless Compatibility with Both Windows 8 and Apple iOS

Paris – October 26, 2012 – [Cegedim Relationship Management](#) today announced that Mobile Intelligence 9, the company's award winning mobile CRM platform, will be fully compatible with the Windows 8* PRO tablet. Mobile Intelligence 9 will feature the Life Sciences industry's broadest support for new hardware and operating systems in order to afford companies with the latest in next generation technology. Cegedim is a leader in the Life Sciences mobile CRM market with over thirty-seven thousand users around the world leveraging the Mobile Intelligence application on iPads** or smartphones.

Innovative Pharma Mobile CRM Solution Continues to Lead by Offering Flexibility in Operating Systems

Over the last three years, an increasing number of Life Sciences commercial, medical, market access and key account management teams have been employing tablets to drive efficiency and boost their interactions with their stakeholders. With a greater tablet choice now available, leading companies are looking to leverage new and robust mobile functionality to effectively support their current global, regional and local business strategies and objectives.

Cegedim Relationship Management's Mobile Intelligence platform continues to expand the breadth of its tablet-centric CRM, MI Touch, which will support Microsoft's Windows 8 PRO tablets, and feature the same robust functional scope as for the iOS solution, including: Closed Loop Marketing (CLM); meetings & expenses; insightful analytics; and much more. MI Touch will also feature its unrivaled off-line/on-line functionality, and a centralized back-end platform that enables a single configuration for all devices and operating systems.

"The upsurge in tablet innovation is benefiting the Life Sciences industry need for fast, flexible and instant-on mobile technologies. Microsoft has a tremendous brand and penetration across Life Sciences companies. We are committed to constantly investing in our market leading CRM solution to be the most adaptive in the Life Sciences," said Laurent Labrune, Chief Executive Officer for Cegedim Relationship Management. "Our clients continuously reassess and optimize their commercial strategies to meet their evolving global, regional and local needs. They are also looking to leverage the latest technological innovations to establish deeper connections with their stakeholders. Our goal is to enable them to focus on meeting their customers' needs, regardless of their preferred operating system or platform."

* Windows is a registered trademark of Microsoft Corporation

** iPad is a trademark of Apple Inc.

*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.cegedim.com/rm.

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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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

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