



CEGEDIM announces a joint-venture agreement with EXMARKET AND ASSOCIATES INTERNATIONAL in Eastern Europe countries and China

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CEGEDIM, Europe's leading provider in healthcare and pharmaceutical database and Customer Relationship Management (CRM) solutions, announces the signature of a strategic agreement with EXMARKET AND ASSOCIATES INTERNATIONAL.

Based on this partnership, both companies plan to market and support existing proprietary products of EXMARKET (Microview) and CEGEDIM (Teams), and deliver market research studies and database services to pharmaceutical and healthcare companies in Eastern Europe and China.

The current operations of EXMARKET in the Czech, Slovak and Hungarian markets will be handed-over to the existing CEGEDIM affiliates of these three countries. For the record, this agreement follows a former transaction announced in February 2001 which enabled CEGEDIM to acquire the Romanian entity of the EXMARKET group.

In those 4 countries, both CRM solutions and information & databases services are thus now available for pharmaceutical companies.

Those new subsidiaries record a total additional turnover for CEGEDIM of € 2 million (full year), mainly in the information & databases business. They developed a strong expertise around sales, prescription and promotional reports and also ad hoc studies through pharmacies, hospital and doctor panel management.

The present agreement is also a strong opportunity for CEGEDIM to expand its international activities, through future partnerships with the EXMARKET group which already operates in countries such as Bulgaria, the Baltic States, Ukraine, Russia and China. Other countries could also be targeted according to the opportunities.

The common objective is to be able to answer positively to the pharmaceutical companies who have many times shown their interest for those emergent or strategic markets, with an enlarged and pertinent range of services.

About CEGEDIM

CEGEDIM is Europe's leading provider in medical information technology and services to healthcare professionals and pharmaceutical companies. With a presence in 19 countries and a workforce totalling more than 2600 people, CEGEDIM group has reported a turnover of Euro 242 million in 2000. For any further information, please consult : www.cegedim.com

About EXMARKET AND ASSOCIATES INTERNATIONAL

Based on panel research EXMARKET supplies information services monitoring pharmaceutical, hospital and OTC market performance for up to 20 countries in Eastern Europe and China, as well as standardised cross country ad hoc research. For any further information, please consult : www.exmarket.com