



PRESS RELEASE

**CEGEDIM European development is going on:
Acquisition of EXMARKET GLOBAL PHARMA Romania**

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CEGEDIM, the European leader in Customer Relationship Management solutions and optimization of sales dedicated to the pharmaceutical industry announces the acquisition of a majority interest in EXMARKET GLOBAL PHARMA. In order to continue the diversification of its international activities in the field of databases, CEGEDIM acquired the Romanian entity of the EXMARKET group, specialized in services, medical and pharmaceutical databases, and market research to pharmaceutical companies from Central and Eastern Europe.

EXMARKET GLOBAL PHARMA has developed an indisputable leading position on the Romanian market and is working with the major pharmaceutical companies. They offer a wide range of products and services. It is based on panel of chemists (retail and hospital) and on a panel of doctors (general practitioner or specialized doctor).

EXMARKET GLOBAL PHARMA operations therefore complement the new activities developed by CEGEDIM since 1999 in Germany with MEDIMED (Doctor in office computer prescription data), with ICOMED (Doctor profiling data) in Belgium and with INFOSANTE (Territorial sales data) in the United Kingdom and Hungary.

In 2000, EXMARKET GLOBAL PHARMA has been chosen by one of the top Romanian pharmaceutical company to supply for the first time in Romania an electronic territory management system (ETMS). This market, following other Eastern countries, is now opening up to these management solutions and will allow CEGEDIM to target this new market rapidly and thus will enhance its N°1 position in Europe with almost 33,000 users.

This merging with a group of the size of CEGEDIM will allow EXMARKET GLOBAL PHARMA to increase and speed up its activities either in data bases or in ETMS by relying on the entire TEAMS solutions.

CEGEDIM overview :

CEGEDIM is the European leader in the production, processing and providing of medical information and in the computerization of healthcare professionals. CEGEDIM records a turnover of Euro 242 million for the year 2000 and employs 2,200 people. For any further information, please consult : www.cegedim.com

EXMARKET GLOBAL PHARMA overview :

Founded in 1994, EXMARKET GLOBAL PHARMA is a services and market research company dedicated to the Romanian pharmaceutical industry. The team is made of more than 30 people who are gathering, processing sales or prescription data and provide their clients with data bases market research.