



Cegedim announces acquisition of Pharma Marketing

PARIS, April 19, 2004 – CEGEDIM SA (ISIN: FR0000053506), a global provider of value-added information and Customer Relationship Management (CRM) solutions for the pharmaceutical industry, announced today that they have reached agreement to acquire 100% of the shares of Pharma Marketing Norway, head of the Pharma Marketing Group.

Under the terms of the agreement, Cegedim expands its operations into the Nordic markets of Norway, Sweden, Denmark and Iceland, and reinforces its positions in Poland.

Pharma Marketing was founded in Norway 44 years ago, has 185 employees and is the leading provider of a suite of CRM products, destined to enhance the efficiency and effectiveness of healthcare industry sales and marketing resources. The group's skills rely on the most comprehensive database of health and medical professionals over the Nordic region. The operations were subsequently extended to cover the Polish market. On those countries Pharma Marketing provides databases, sales forces automation software and ETMS solutions, market research studies and direct marketing services.

Laurent Schockmel, head of Cegedim's CRM division commented: "The tie up of Pharma Marketing's specialist local knowledge allied with Cegedim's broad product range is exactly the winning combination which we have been looking for in the Nordic markets. In addition, the acquisition will reinforce the range of services that we can offer our customers in Poland."

Thanks to this acquisition, Cegedim is now the only company which can offer its products and support services to the healthcare industry throughout the European continent.

About Cegedim

CEGEDIM has 35 years experience in providing value added information and CRM solutions to the pharmaceutical industry and healthcare professionals. The Group provides acknowledged expertise in state-of-the-art technologies such as IT and networks, database management and the assembly of complex and targeted key information for its healthcare customers. The Group's offer essentially consists of recurrent services which are greatly enhanced by CEGEDIM's proprietary databases and result in a competitive advantage for its customers.

With operations covering 49 countries and a workforce of about 3,700 people, the CEGEDIM Group has reported a turnover of €389 million in 2003.

For any further information:

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