

CEGEDIM COMMUNICATION DIRECTE DETECTS PROSPECTS WITH SIGNIFICANT POTENTIAL USING “CEGEDIM AFFINITY SCORE”, ITS B2B CANVASSING METHOD

MD EXPO TRADE SHOW- STAND D25 - FROM 1 TO 3 APRIL 2008
PORTE DE VERSAILLES - PARIS EXPO - HALL 4

“USING YOUR CLIENT CAPITAL FOR MORE EFFECTIVE CANVASSING” WORKSHOP
2 APRIL 2008 11:00 AM - ROOM C413

Paris, 12 March 2008 – CEGEDIM Communication Directe (CEGEDIM CD), France’s leading supplier of business addresses for commercial and marketing purposes, will participate in the 6th annual MD Expo, the trade show for Direct Marketing and online communications. Cegedim CD will take the opportunity to present its customer loyalty and canvassing offerings, notably “**Cegedim Affinity Score**®”, its method for optimizing selection of B2B prospects.

Cegedim CD “scores” prospects

On the strength of more than 20 years’ experience in defining Corporate targets, Cegedim Communication Directe offers methods and tools that enable its clients to optimize their marketing strategy by capitalizing on the richness and reliability of its databases.

The “**Cegedim Affinity Score** ©”, for example, highlights the best segments of prospects ranked by their potential, and is immediately operational for “addressing” marketing campaigns.

This method relies chiefly on:

- Incorporating customer variables taken from marketing and/or accounting databases.
- A dynamic view of spending and investments generated by modeling financial information taken from all published financial statements.
- An administrative aspect taken from the INSEE registry and an exhaustive catalog of French companies.
- A geographic aspect defined by a classification assigned to municipalities or IRIS.

Cegedim CD assumes responsibility for hosting the “routed” files and the scored database in order to analyze returns via the “**Cegedim Affinity Score**” (recalibrating the score, evaluating expected gains from future actions, etc.).

Using this method, Cegedim CD partners with companies to process their data and allows them to:

- Select addresses,
- Optimize their blacklist files,
- Optimize choice of media (mailing, telemarketing, etc.),
- Characterize the top prospects,
- Create a campaign database,
- Enrich customer files,
- Evaluate potential for canvassing by catchment zone.

“Using your client capital for more effective canvassing” workshop

At the 2008 MD Expo, Cegedim CD will lead a workshop on Wednesday 2 April 2008 at 11:00 am on the topic: ***“Using your client capital for more effective canvassing”***

- What techniques can you use to get the most accurate picture of your clients?
- How can you identify and rank the most profitable prospects?
- What direct marketing materials give the best ROI?

Presenters: Pierre Guillemard – Sales Director – Cegedim CD
Yves LAULIAC – Director of B to B database development – Cegedim CD

For more information: www.md-expo.com

About Cegedim Communication Directe:

As part of CEGEDIM Group’s Direct Marketing department, Cegedim Communication Directe (Cegedim CD) designs, maintains and sells various databases. Cegedim CD is France’s leading supplier of business addresses. The company not only compiles and supplies data, it also continuously updates and enriches the data using a number of sources. Cegedim CD draws on more than 30 years’ experience in this field to offer a comprehensive range of services, from client targeting to personalized direct marketing. Cegedim Communication Directe is part of CEGEDIM Group’s “Technologies and services” division. To learn more, please see our website: www.cegedim-cd.com

About CEGEDIM:

Founded in 1969, CEGEDIM supplies services, technological tools, databases and data flow management services. CEGEDIM’s expertise falls into two divisions. The “Healthcare and strategic data” division comprises services specifically designed for pharmaceutical companies, healthcare professionals and health insurance providers. The “Technologies and services” division covers a variety of sectors.

Established as the world leader in Pharmaceutical CRM, its historic core business, CEGEDIM employs nearly 8,000 people in 80 countries. CEGEDIM generated turnover of €756 million in 2007.

To learn more, please see our website: www.cegedim.com

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