

## **CEGEDIM: ACQUISITION OF HOSPITAL MARKETING SERVICES LTD (HMSL) IN THE UK**

THIS ACQUISITION WILL EXPAND THE COVERAGE AND EXPERTISE OF  
CEGEDIM STRATEGIC DATA UK IN HOSPITAL AUDITS

**Paris, July 29, 2009** – Cegedim Strategic Data (CSD), leading provider of healthcare research, and a subsidiary of Cegedim SA, announces the acquisition by CSD UK of Hospital Marketing Services Ltd (HMSL), a leading provider of hospital based patient and promotion data analysis.

CSD started its activities in the UK in 1999. CSD UK, created as a result of the consolidation of Compufile Ltd, the CAM Group and EPIC, is the market leader for longitudinal patient data studies in the UK. In addition, CSD UK audits GP and hospital based promotional investment, conducts observational medical research and provides a range of both quantitative and qualitative primary market research.

The acquisition of HMSL, with its recognized approach to hospital panels and studies, allows CSD UK to expand its GP patient data analysis offering to include hospital specialists.

Founded in 1993, HMSL maintains a strong client base among the leading multinational pharmaceutical companies in the UK.

*“We are thrilled with the opportunities that the acquisition of HMSL will bring to CSD. HMSL is a well-known and respected company with whom we have already worked on a number of joint projects that demonstrate the complimentary nature of our services. This acquisition enables us to augment our GP patient level analysis with hospital level patient data. It fits perfectly with our local UK business and provides opportunities for international expansion”* declares Christopher Wooden, Regional VP, Cegedim Strategic Data.

Mr Peter McLeod, founder and Managing Director of Hospital Marketing Services Ltd, will remain active with CSD UK management during the months to come, in order to facilitate the company integration.

The deal was finalized on July 24<sup>th</sup> 2009 with internal financing. HMSL activities represent annual revenues of more than £1 million sterling and will have a positive impact on the Cegedim Group’s 2009 second semester accounts.

**About Cegedim Strategic Data:**

CSD is a leading Market Research company dedicated to the healthcare industry and operating in more than 58 countries.

With over 35 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs.

To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

**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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical 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 €849 million in 2008.

To learn more, please visit our website: [www.cegedim.com](http://www.cegedim.com)

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