

CEGEDIM ANNOUNCES THE ACQUISITION OF THE NOMI GROUP

A DEAL FOCUSING ON REINFORCING ITS POSITION IN THE NORDIC AREA
(SWEDEN, NORWAY, FINLAND & DENMARK)

Paris, July 1st, 2009 – Cegedim, the world leader in CRM (Customer Relationship Management) solutions for the pharmaceutical industry, announces the acquisition from Bisnode of the Nomi Group, one of the first solution providers for business intelligence and sales effectiveness dedicated to the pharmaceutical industry in the Nordic region.

Founded in Sweden in 1984, the Nomi Group provides a full range of solutions and services enabling stakeholders of the pharmaceutical industry to optimize their actions designated for prescribing physicians. Organized in three business units: healthcare professionals databases, CRM, market research and prescription studies, the offer of Nomi covers today entire Nordic region (Sweden, Norway, Finland and Denmark).

The company has nearly 200 clients amongst which the largest pharmaceutical laboratories worldwide.

“The acquisition of Nomi, a large scale player representing a significant market share in the Nordic region allows us to strengthen our leadership in this area. Its local expertise of the Swedish, Norwegian, Finnish and Danish markets enables us to respond to regional needs of our clients, with a range of products even more complete” declares Laurent LABRUNE, Chief Executive Officer of Cegedim Dendrite.

The entire current Nomi portfolio and activities will be integrated with Cegedim’s value proposition, which will allow the combined organization to provide a unique suite of value-added products. In terms of management, Peter NORRGARD, Regional Managing Director of Nomi becomes Nordic Regional Director for the combined CRM activities. Sabine LINDSTROM continues to manage the regional market research activities.

The deal was finalized on July 1st 2009 by internal financing. These activities represent revenues of around 60 million SEK in 2008 and will have a positive impact on the Cegedim Group’s 2009 second semester accounts.

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

Listed on NYSE Euronext Paris, compartement B – ISIN FR0000053506 – Reuters CGDM.PA – Bloomberg CGM

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