

## CEGEDIM ANNOUNCES THE ACQUISITION OF FRENCH COMPANY REPORTIVE

### A NEW PERFORMANCE MANAGEMENT REFERENCE TOOL FOR CEGEDIM GROUP

**Paris, 2 September 2008** – Cegedim, the world leader in CRM (Customer Relationship Management) solutions for the pharmaceutical industry, announces the acquisition of the Reportive company, publisher of performance management software.

Reportive is a French software publisher specializing in Business Intelligence (BI) solutions. The company employs 19 people and has more than 130 clients, among which 16 of the world's 20 biggest pharmaceutical companies.

Its Reportive V8 platform is an innovative solution designed especially for companies looking to quickly and easily build and deploy custom reporting, analytics and Sales Force Effectiveness (SFE) applications. Its tools enable experts in a given field to develop custom applications by using a components library and creating their own composite objects through an easy-to-use plug-and-play environment. The result is a substantial boost in productivity.

#### **A dual development strategy**

*“Cegedim has a dual strategy in mind for Reportive. In effect, Reportive will retain its ability to react swiftly to the demands of its existing customer base and will become Cegedim’s standard BI tool while developing on markets other than those of the Group,”* states Hubert Catanese, Reportive CEO.

Reportive will be able to develop partnerships with Cegedim Group companies. To begin with, Reportive will replace within Cegedim Strategic Data, the current BI solution by the end of the year. Then, at the CRM division, Reportive will become the tool for producing statistics and local business reports, and will be used to complement, enrich and/or replace current Business Intelligence solutions. Reportive will also continue to develop its sales and marketing activities.

The deal was signed on 4 July 2008 and will be financed with equity. The businesses included in the deal represent annual revenues of around 2.1 million euros and will have a positive impact on Cegedim Group's 2008 second half-year 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 more than 8,000 people in 80 countries and generated revenue of €753 million in 2007.

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

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