

Worldwide Pharma Industry Sales Force Levels Flat in 2014

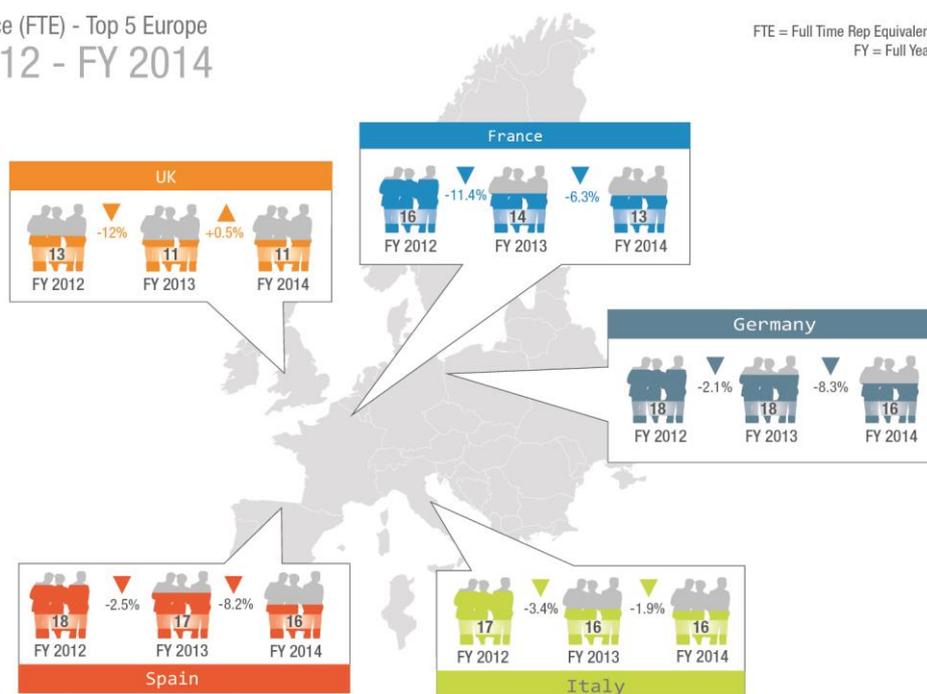
Paris, March 5, 2015 – [Cegedim Strategic Data](#) (CSD), a leading provider of healthcare market research and services, has released results on worldwide Pharma industry sales force levels for full year 2014.

CSD's measurement of 2014 sales force levels shows a slowdown in the decline seen in previous years. Worldwide, sales force levels were flat at **439,500 full time rep equivalents** (FTEs) - a slight **+0.4%** increase compared to 2013.

North America sales force levels continue to decrease, however at a slower rate, where total FTEs stood at just under **65,000** representing a **decline of 2%**. Overall, FTE estimates for the **top 5 Europe** (France, Germany, Italy, UK and Spain) showed a **decrease of 5.3%** to **72,000** reps. However, of these top 5 countries, the UK maintained stable sales force levels in 2014 (+0.5%) compared to a 12% drop in 2013.

Sales Force (FTE) - Top 5 Europe
 FY 2012 - FY 2014
 (,000) FTEs

FTE = Full Time Rep Equivalent
 FY = Full Year



Cegedim Strategic Data, Promotion Databases 2014

Notably, **Japan's** sales force levels **decreased by 4.8%** to **52,353** reps, in contrast to a stable result in 2013.

China was the exception showing double digit growth of sales force levels of **11.4%** with some **111,000** FTEs measured as of Q4, 2014. Brazil also saw an increase, although at a slower rate compared to 2013, with over 29,000 reps through 2014, up 2.4%.

Commenting on these results, Christopher Wooden, VP, Global Promotion audits for CSD noted, "Consolidation has clearly started to slow in mature markets, partly due to the high number of NMEs¹ approved over the past few years. The opposite appears to be the case for Japan however as generic penetration is set to dramatically alter the pharma landscape there. These results indicate that sales force reductions are already being made in advance of a local patent cliff in Japan."

¹ NME = New Molecular Entity

About Cegedim Strategic Data:

Cegedim Strategic Data (CSD) is a leading market research company dedicated to the healthcare industry and operating worldwide. With over 40 years' experience in the pharmaceutical industry, Cegedim Strategic Data 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 and follow Cegedim Strategic Data on Twitter [@CSDCegedim](https://twitter.com/CSDCegedim).

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, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs almost 8,000 people in more than 80 countries and generated revenue of €912 million in 2014. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com and follow Cegedim on Twitter: [@CegedimGroup](https://twitter.com/CegedimGroup).

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