

Europe's Largest Biopharmaceutical Company Implements Cegedim Relationship Management's OneKey™ Service to Leverage the World's Most Comprehensive Healthcare Professional (HCP) Reference Database in 25 Countries

OneKey Enhances International Biopharmaceutical Company's Targeting and Segmentation Strategies with Continuously Updated HCP Data

Paris – March 1, 2012 – [Cegedim Relationship Management](#) today announced that Actelion Pharmaceuticals has expanded and renewed its OneKey™ agreement to now leverage the world-leading HCP reference database for its business units and commercial teams in 25 countries worldwide. The agreement also includes OneKey Connect, which acts as the vital link between the company's Customer Relationship Management's (CRM) solution and the HCP database. Actelion Pharmaceuticals is a global biopharmaceutical industry leader whose patient centric mission drives breakthrough research and innovation of therapeutic treatments to serve highly unmet medical needs.

Expanding Company's Stakeholder Networks with Best-in-Class Data Quality

As healthcare systems rapidly evolve around the world, Life Sciences companies must now capture, collate and verify a complex matrix of customer data that, in turn, requires a costly and significant amount of time and internal resources. Leading-edge organizations rely on third party providers that feature unmatched data quality in order to improve their targeting, segmentation and market insight.

Cegedim Relationship Management's OneKey database empowers Actelion to perform superior targeting and segmentation strategies by utilizing the advantage of the solution's excellent data coverage, freshness and completeness of medical professionals and workplaces in 69 countries worldwide. OneKey is continuously updated via in-depth call verification and respective database refreshment in order to equip sales teams with the highest quality data in real time. Lastly, the data solution is built and supplied with unique information according to the distinct environment of each country – enabling Actelion to drive enhanced stakeholder relationships with a tailor-fit solution interface and HCP database.

"OneKey is streamlining the connection between commercial reps and physicians on a global scale," said Christoph Schmidt, Head of Global Commercial Excellence, Actelion Pharmaceuticals. "In today's market, superior data quality is the most crucial advantage in fast growing emerging markets. Now emboldened with better market knowledge, we can fully maximize our commercial potential in developed and nascent economies throughout our global footprint."

"We are proud to continue our partnership with Actelion Pharmaceuticals by delivering our world renowned HCP database that accurately represents the perpetual transformations of the global Life Sciences industry," said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "OneKey empowers companies' CRM systems and commercial teams with customized and comprehensive data that brings them closer to new and existing stakeholders in each country."

*About
Actelion Ltd.*

Actelion Ltd is a biopharmaceutical company with its corporate headquarters in Allschwil/Basel, Switzerland. Actelion's first drug, Tracleer®, an orally available dual endothelin receptor antagonist, has been approved as a therapy for pulmonary arterial hypertension. Actelion markets Tracleer® through its own subsidiaries in key markets worldwide, including the United States (based in South San Francisco), the European Union, Japan, Canada, Australia and Switzerland. Actelion, founded in late 1997, is a leading player in innovative science related to the endothelium - the single layer of cells separating every blood vessel from the blood stream. Actelion's over 2,500 employees focus on the discovery, development and marketing of innovative drugs for significant unmet medical needs. Actelion shares are traded on the SIX Swiss Exchange (ticker symbol: ATLN) as part of the Swiss blue-chip index SMI (Swiss Market Index SMI®).

*About
Cegedim
Relationship
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.cegedim.com/rm.

*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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com.

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