Cegedim Relationship Management's OneKey™ Surpasses Eight Million Validated Global Healthcare Professionals in Its Superior Quality Database

Life Sciences Companies May Leverage Improved Targeting and Segmentation through OneKey, the World-Leading Healthcare Professional Database

Paris – February 23, 2012 – Cegedim Relationship Management today announced that OneKey™, the world-leading healthcare professional (HCP) database available in over 69 countries, has surpassed eight million validated healthcare professionals in its comprehensive database. Cegedim Relationship Management continues to drive innovation as the leader with 44% market share in Data Management solutions exclusive to the Life Sciences industry.

Leveraging a Continuously Updated HCP Database to Achieve an Improved View of Stakeholders

Life Sciences companies are facing a multitude of pressures ranging from their pipeline depth, pricing pressures to generic competition. Consequently, they have put in place challenging plans to optimize their overall operations. A key focus for improvement across Life Sciences companies is their commercial operations. It is estimated that healthcare professionals change their work location and affiliation at an average rate of 14% per year.

Leading Life Sciences companies rely on Cegedim Relationship Management's OneKey database to gain access to increase their universe of targets and enhance overall performance in targeting and segmentation strategies. They benefit from OneKey's robust capability to seamless adapt to each country's data privacy laws – expertly ensuring continued compliance. Further, OneKey features the most superior data quality via systematic phone validation, real time updates, consistent database cleansing and constant inflow of new customer information. OneKey enables commercial teams with fresh and unique market insights that foster long-term relationships with new and existing stakeholders.

"OneKey strengthens companies' CRM efficiency with the best coverage of HCP networks. It provides our customers with a deeper understanding of their markets and stakeholder networks," said Esther Van Hulten, OneKey Global Vice President at Cegedim Relationship Management. "As the industry rapidly evolves, OneKey's robust and validated worldwide data quality facilitates valuable improvements in companies' commercial operations."

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: http://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.

Contacts:

Drew BUSTOS
Cegedim Relationship Management
Global Communications
Tel.: +1 (908) 443.2451
drew.bustos@cegedim.com

Aude BALLEYDIER
Cegedim
Media Relations
Tel.: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr