

For Immediate Release

Top-20 Pharma Company Selects Cegedim Relationship Management to Improve Targeting & Segmentation in South-Korea

Cegedim Relationship Management's Suite of Services Delivers the Most Robust, Life Sciences-Specific Portfolio

Seoul - April 19th, 2011 – [Cegedim Relationship Management](#) today announced that one of the top-20 pharmaceutical companies worldwide selected Cegedim Relationship Management's suite of services, including Mobile Intelligence, OneKey and Xtelligence analytics, for its operations in South-Korea. Each of these solutions will support their organization to structure their new segmentation methodology. Cegedim Relationship Management is the world's leading provider of pharmaceutical-specific customer relationship management (CRM) solutions with a 35 percent global market share.

The opening of Cegedim Relationship Management's office in South-Korea 7 years ago was a derived strategically. Recently Datamonitor forecasted Korea's pharmaceutical market value as \$11.6 billion in revenue for 2010, with a compound annual growth rate (CAGR) of 9.6% for the period spanning 2006 to 2010. In terms of regional segmentation, it accounts for 8.4% of the Asia-Pacific pharmaceuticals market value. In this market, a prescription is required to access most medications. Marketing of prescription drugs by pharmaceutical firms is consequently mainly aimed at medical practitioners, who wield an important influence.

Leveraging Local Growth through Improved Segmentation

Segmentation methodologies are commonly used by pharmaceutical companies to define subsets of customers based on multiple variables and criteria. Sales Force Effectiveness and Commercial Operations managers in South-Korea have shown a growing interest in national network structures to create better targeting and segmentation models. This leading pharmaceutical company searched for a suite of tools that would adequately support their sales and marketing teams with the focus on tools that enable more advanced segmentation methodologies.

Cegedim Relationship Management's CRM portfolio displays an intuitive graphical user interface to seamlessly manipulate segmentation criteria and variables, giving users the ability to make advanced segmentation adjustments to dynamically improve their queries on-the-go.

"Our proven and tested suite of solutions has now been clearly adapted for a specific market such as South-Korea," stated Franck Levassort, President Asia Pacific at Cegedim Relationship Management. "Furthermore, the combination of our three portfolio products in Data, CRM and Analytics provides the optimal formula for success."

*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.cegedimrm.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 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: www.cegedim.com

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