2015 – 2016: Positioning Cegedim for Growth

6th Investor Summit
Welcome
Jan Eryk Umiastowski
CIO & Head of IR - Cegedim
This presentation contains forward-looking statements (made pursuant to the safe harbour provisions of the Private Securities Litigation Reform Act of 1995). By their nature, forward-looking statements involve risk and uncertainty. Forward-looking statements represent the company’s judgment regarding future events, and are based on currently available information. Consequently the company cannot guarantee their accuracy and their completeness, and actual results may differ materially from those the company anticipated due to a number of uncertainties, many of which the company is not aware of. For additional information concerning these and other important factors that may cause the company’s actual results to differ materially from expectations and underlying assumptions, please refer to the reports filed by the company with the ‘Autorité des Marchés Financiers’.
Cegedim announced on April 1st, 2015, that it had completed the disposal of its CRM and Strategic Data division to IMS Health for an estimated selling price of €396 million. This estimated amount is subject to joint review over a period of 180 business days. Consequently its 9M-2015 Financial Statements are reported in compliance with IFRS 5 -Non-current Assets Held for Sale and Discontinued Operations. IFRS 5 outlines how to account for non-current assets held for sale.

In practice the contribution from these businesses until the effective disposal, if any, to each line of Cegedim’s Consolidated Income Statement (before non-controlling interests) has been grouped under the line “Earnings from discontinued operations”; in accordance with IFRS 5, and their share of net income has been excluded from Cegedim’s adjusted net income; These adjustments have been applied to all periods presented to ensure consistency of information.

In addition, the contribution of the CRM and Strategic Data Division to each line of Cegedim’s Consolidated Balance Sheet as of September 30, 2015 has been grouped under the lines “Assets of discontinued businesses” and “Liabilities associated with assets of discontinued businesses”.

These adjustments are presented in the 2014 Registration Document.
Cegedim today
Cegedim Growth Story

Laurent Labrune

Managing Director - Cegedim
2015 – 2016: Positioning Cegedim for Growth

- Transition to SaaS / Cloud
- BPO Deployment
- Offering Digitalization

Bolt-on acquisitions

- Geographical and offering expansions
Why SaaS, Cloud, BPO and Digitalization?

Great for customers, Cegedim and shareholders

Why now?

Customers are ready and we are ready
Great for customers

- Flexibility in scaling
- Optimizes usage
- Simplifies business
- Access to new innovations
- Speeds time to value

Great for Cegedim

- Simplifies our business
- Accelerates adoption
- Gets us closer to the customer
- Drives more recurring revenue
- Cegedim ecosystem

Great for shareholders

- Increases customer lifetime value
- Increases addressable market
- Increases predictability
Customers are ready

- More deployments
- Demand take-off
- Existing product catalyzed demand

Cegedim is ready

- Robust IT infrastructure
- Experience of SaaS, BPO, Digitalization
- Talented and motivated people
- Financial flexibility
Cegedim’s Cloud Software Factory

Philippe Hamon
Senior Vice-President - Cegedim
Technology trends

"Tout le monde a peur de se faire Uberiser"

Maurice Lévy
PDG de Publicis
Key common factors of recent success stories

Cloud based Platform

Software as a Service
What is behind SaaS?

Cloud based PLATFORM

Provide added value on a regular basis
Reduce cost of operation
Flexibility
Reduce maintenance & support effort

Strong monitoring
Request lot of automated processes
Big effort for industrialization
Scalable solution
High Quality Software
High Availability and Scalability of IT infrastructure
Cegedim’s Cloud Software Factory

All new of future solutions developed by Cegedim will be Cloud based

Reduce cost of development, maintenance and production

- Build a SaaS platform shared across Cegedim BU’s
- Promote best practices of DevOps
- SaaS Maturity Plan program

Provide added value to the market on a regular basis through innovation

- Accelerate new technology adoption
- Provide configuration capabilities and tools
- Agile SCRUM methodology
Cegedim’s Cloud Software Factory

Our key strengths to make it a success
Re-allocating existing resources from our different development centers across the world plus corporate governance and expertise

Starting point in 2016 with solutions for HCPs
Focus on core business

Drivers for BPO

- Process efficiency
- Reduce costs: staff costs, operational expenses, financial expenses
- Reliability / quality of service
- Staff motivation / retention
- Flexibility in scaling
BPO - Business Process Outsourcing

- Payroll
- Human resources
- Payment services
- Benefits enrollment
- Insurance processing
- Premium administration
- Medical billing
- Appointment scheduling
- Third party verification
- Customer support
BPO

Product Strategy
Cegedim SRH
Benoit Garibal
Deputy Director – Cegedim SRH
SaaS / Cloud HR solution provider
A Renewal Market

**Addressable market**
- Around 1,500 private companies in France with over 500 employees
- Low level of outsourcing

**A growing market**
- HRIS market will record a 4% increase in 2015
- Cegedim SRH will report growth of around 15%

**Average deal**
- Average deal: 2,000 payrolls
- Closest competitors 200 payrolls on average deal

**More services**
- At renewal shift from IS to services
TEAMS RH: An Integrated HRIS

- Business Intelligence
  - Payroll Simulation & analysis
  - Social Balance Sheet
  - BDES

- Employee self services
- Manager self services
- Workflow processes

- Payroll
- Administrative management
- Temp workers & services providers

- Paperless signature
  - Employee’s safe
  - Employer’s safe

- Management Training
  - GPEC
  - HR processes

- Badging
  - Interactive planning
  - Leave management

- Worldwide database
  - Global reporting
  - HR group processes
Cegedim-SRH BPO Offering

SaaS+
Subscription to hosted Teams RH including corrective maintenance, legal updating

Processing
Partial outsourcing

BPO on demand
Choice in a catalogue of services of HR processes to be outsourced

BPO
Total outsourcing
2 BPO Delivery Centers

Amilly
(France)

Since 1997
150 employees

Rabat
(Morocco)

Cegedim historical presence
In order to address the local market
For our customers

- Cost reduction
- Flexibility and variability
- Reactivity regarding legal evolutions
- Support towards productivity

For Cegedim SRH

- Acquisition costs are higher
- Volume and price effects
- Greater client integration
Pulse RCM Offer
Revenue Cycle Management (RCM) Services

✓ Goal:
  - **Maximise revenue** for the practice

✓ Services:
  - Billing and collections
    - **Coding charges** or reviewing charges
    - **Submission** of the providers charges as a claim to an appropriate payer
    - Managing all aspects of the claims processing for providers to get paid for their services
    - **Posting payments** to the patient’s account
  - Healthcare provider credentialing
  - Payer contract analysis
Historically Practices managed their own processes internally
  - Maximise revenue for the practice

Market is shifting to third-party professionals
  - Enables healthcare providers to focus on delivering quality healthcare to their patient
  - Maximize collections from payers
  - Minimize operating costs
  - Avoid costs and delays due to staff recruitment, training, absenteeism and turnover

Government changes
  - Increasingly complex government regulations such as IDC 10 have forced practices to become more involved in the administration side of the business
  - IDC 10 has affected all parts of the medical office and the result of not being complaint could force a practice to go bankrupt
## Pulse System

### Pulse advantage
- Trained Professionals
- Scalable and diverse solutions that are not affordable by individual practices

### Economic model
- Common payment method: paying on a percentage of collections
- Advantage:
  - Avoid the fixed costs associated with an internal staffing model
  - Control its costs while expanding and enhancing their results
  - Time their expenditures with the revenue that they are generating
Online booking helping medical practices.

**Missing appointments: consequences on medical practices**

- **Doctors lose 2 hours per week because of missing appointments**

  - **28 million** appointments lost per year in France
  - **€742 million** lost per year for doctors

- **1 doctor out of 5 with outsourced medical office**

Online booking is only available for **5% of medical offices**.
Cegedim ebusiness Offer
e-business: Cegedim’s dematerialization operator

- 300 million of bills
- 450 million of direct payment per year
- 100,000 connected companies
Modernizing the billing process: KISS Platform

A solution made for you...

- Immediate savings
- Secure access 24/7
- Reducing payment delays
- Your bills always at hand

...and for your clients

- Enhanced collaboration between trading partners
- Centralization of invoices on a single platform
- Automatization of accounting process
- Ecological footprint reduction
**Factures en traitement**
- 23

**Factures en rejet**
- 2

**Factures non conformes**
- 42

**Factures à corriger**
- 90

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**Mes factures**

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**Notifications**

- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture PO154_ref201789 a bien été soumise et est en cours de traitement.
- La facture LV0XJXJ654 est non conforme.
Typical sales and contractualization process
Cegelec e-business sales and contractualization process
Digital Media
Alexis Guffroy
CEO - RNP
Enable brands to deliver best in class ROI through in store in and out visibility

- 135 people Sales Force
- Up to 20,000 pharmacies visited every 3 weeks
- A 4,500sq meter production and logistic center
- Studio
- Innovative online reporting tools
RNP Products

MEDIA
- Strategy concealing
- Windows campaigns
- Tailored made coverings
- Giant screens

INDOOR
- Reshelving
- Shelf stoppers
- All types of merchanding
- Gondola ends
- Category management

EXCLUSIVE
- Full visibility operations via exclusive partnerships with key groups.
  - G9
  - G7
  - Parispharma
  - Citypharma
  - .....  

TRADE MARKETING
- Full théâtralisations
- VIPs packs
RNP and Digital

As the Leader of media in pharmacies, RNP is the pioneer of digital visibility in windows

- RNP has developed over the last 5 years a deep understanding of digital tools in order to build an exceptional proposal for our partners via
  - Best In class technology
  - Best in class emplacements
  - ROI measures
Our vision

What we believe in
“A screen will bring tremendous added value vs traditional tools via”

1/ Best in class technology
- Size of the screen
- Pitch
- Brightness

2 / Prime location
- Turnover
- Traffic
- Choice of window
Our approach

The best technology and a dedicated project for each store

Outdoor: LED

Indoor: LCD walls
# Placement

<table>
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<th>Criteria</th>
<th>Objective</th>
<th>Source</th>
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<tbody>
<tr>
<td>Media potential</td>
<td>15% of top pharmacies</td>
<td>RNP data</td>
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<tr>
<td>Turnover</td>
<td>20% of biggest turnover</td>
<td>GERS data</td>
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<td>Visibility</td>
<td>Unmissable (subway / bus stop…)</td>
<td>Streetview &amp; visit</td>
</tr>
<tr>
<td>Orientation</td>
<td>Nord / East / West</td>
<td>Google Map &amp; visit point de vente</td>
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</tbody>
</table>
Regular deployment, enhanced expertise

**RNP**, the only player to offer a network of 200 LED screens above 2,5m2 in the top 300 pharmacies

First screen tests

- 2011
- 20 custom screens and 10 Totems

2012

- 2013
- 50 Panoramic Screens

2014

- 2015
- 100 Panoramic 2 Screens
RNP is selected by Carrefour Hypermarkets to be its exclusive partner on in store screens

RNP will deploy 120 screens over JFM 2016 in Carrefour Hypermarkets
Best in class ROI

A campaign of 3 weeks will deliver

- 26 million contacts
- 2.6 million « qualified contacts » (i.e. conscious)
- 1.1 million shoppers entering pharmacies aware of on score

Cost

- Cost per contact: 0.001€
- Cost per conscious contact: 0.011€
- Cost per entering contact: 0.024€
Geographical & Offering Expansion
Bolt-on acquisitions

- Geographical and offering expansions

- **Activus**
  - UK
  - UK’s leading suppliers of health and protection insurance software
  - Revenue of around €7 million in 2014

- **Nightingale**
  - USA
  - Pulse Systems, Inc., had acquired the US healthcare management activities of Nightingale
  - EHR in client-server and cloud formats
Closing Remarks and Q&A
Why SaaS, Cloud, BPO and Digitalization?

Great for customers, Cegedim and shareholders

Why now?

Customers are ready and we are ready
2015 – 2016: Positioning Cegedim for Growth
Annexes
Next Events

Jan.28, 2016
FY2015 Revenue

We have an app’ for you

The Cegedim IR app for Android, iPhone* and iPad* lets you follow Cegedim Financial news and receive customized push notifications, and gives access to all the information an investor or journalist might want.

> http://www.cegedim.com/CegedimIR
Cegedim Strengths

- **Leading market positions** in each of our divisions
- **Stable, well-balanced and diversified** revenue mix
- **High barriers** to entry
- **Unique Presence** in the Healthcare Ecosystem
- **Recognized portfolio of innovative and integrated solutions**
- **Long-standing shareholder support** and experienced management
Cegedim is Well-Positioned

**Cegedim Health Insurance**
- #1 Software & IT in France
- #1 Third-Party Payment in France

**Cegedim e-business**
- #1 European Network
- +300 millions in 2014 Electronic Documents exchanged per year

**Cegedim SRH**
- In France
- +40,000 in 2013
- +50,000 in 2014
- Acquisitions of payslips

**Cegedim Healthcare Software**
- #1 UK Pharmacists French, Italian & Spanish Physicians
- #2 French Pharmacists UK Physicians
2016 Financial Agenda

- **January 28, 2016**: 2015 Revenue
- **March 23, 2016**: 2015 Results
- **March 24, 2016**: Analyst Meeting
- **May 26, 2016**: Q1 2016 Results
- **July 26, 2016**: Q2 2016 Revenue
- **September 15, 2016**: H1 2016 Results
- **November 29, 2016**: Q3 2016 Results
We welcome your questions and comments

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