

Cegedim Accelerates the Availability of its Remote Detailing Capabilities by Acquiring Kadrige, Innovative Pioneer of SaaS e-Detailing & Collaborative Solutions

Acquisition Will Immediately Augment Cegedim's Multichannel Capabilities by Enabling the Offering of Integrated, Reliable and Compliant Solutions

Paris – January 13, 2014 – [Cegedim Relationship Management](#) today announced the acquisition of [Kadrige](#), the leading provider of Software-as-a-Service (SaaS) e-detailing and collaborative solutions. Kadrige solutions will integrate seamlessly with Cegedim's Mobile Intelligence customer relationship management (CRM) suite or any other CRM platform, providing customers with state-of-the-art remote collaborative solutions which have long proven to be highly effective, compliant and stable in the increasingly regulated and rapidly evolving life sciences industry.

The Need for a Reliable and Compliant e-Detailing and Collaborative Solution

Over 58% of life sciences leaders have ranked building multichannel engagement strategies to be extremely critical, very critical or critical.* Consequently, successful life sciences companies have focused on increasing the use of compliant and reliable remote collaborative solutions to reach their stakeholders.

Kadrige has been pioneering remote detailing communications between life sciences companies and Healthcare Professionals (HCPs) since 1998. The solutions are device-agnostic, so there is no time wasted trying to configure whatever device the HCP is using. In addition, Kadrige remote collaborative solutions can run on very low-bandwidth connections, so representatives can be confident in their ability to connect and present from wherever they want, whenever they want. Kadrige solutions will remain CRM platform-agnostic.

"Over the past 15 years we have earned the business of many of the world's top-20 pharma companies because of our innovative technology and expertise in the implementation of successful multichannel strategies," explained Olivier Cadou, Founder and President of Kadrige. "Our clients do not have time for technical glitches, and Kadrige's patented solutions deliver the highest security, compliance and reliability available in the market today. Our clients need to be accompanied in their deployments. That's why Kadrige brings them the best-in-class consulting, training and coaching services, based on our know-how and understanding of key success factors and best practices."

Kadrige currently has projects deployed in 25 countries. With the acquisition, Kadrige's CRM-agnostic remote collaborative solutions will be offered around the world.

"We are pleased to welcome the Kadrige organization to the Cegedim family, and to be the only life sciences partner capable of offering a versatile, comprehensive and a proven multichannel solution," said Laurent Labrune, Chief Executive Officer, Cegedim Relationship Management. "For Cegedim, this acquisition is an opportunity to further enrich our multichannel platform with proven and successful remote collaborative solutions."

* Per [2013 Global Life Sciences Insights](#) survey report, published December 2013.

*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.

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*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 8,100 people in more than 80 countries and generated revenue of €922 million in 2012. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

And follow Cegedim on Twitter: [@CegedimGroup](#).

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