

CEGEDIM RECOGNIZED FOR ITS DENDRITE ACQUISITION

AWARDED L'ENTREPRISE EUROPÉENNE'S 2007-2008 "MERGERS AND ACQUISITION" PRIZE, PRESENTED IN PARIS

Paris, March 18, 2009 – Yesterday, Cegedim, the world leader in Customer Relationship Management solutions (CRM) for the pharmaceutical industry, was awarded L'Entreprise Européenne's "Mergers and Acquisitions" prize in the small companies category for its acquisition of US company Dendrite, which was finalized in May 2007.

The prize was presented to Mr. Pierre Marucchi, Managing Director of Cegedim, on March 17, 2009, during the "5th L'Entreprise Européenne Gathering" held at the Cité de l'Architecture et du Patrimoine of Paris, Palais de Chaillot.

The ceremony was organized by Roland Berger Strategy Consultants, the HEC Group and financial daily La Tribune. The event was attended notably by Valéry Giscard d'Estaing, former chairman of the European Convention, and European Central Bank President Jean-Claude Trichet.

The "L'Entreprise Européenne Gathering" is tailored to appeal to the heads of France's top companies. The event aims to cultivate and foster a discussion on the role of Europe for French companies. This year's theme was "Europe 20 years after the fall of the Berlin Wall".

Cegedim chosen among 1,359 deals

A jury chaired by Didier Lombard, Chairman and CEO of France Télécom, awarded seven prizes in all: two "Growth" prizes (one for a small company, the other for a company generating sales of at least €1 billion), two "European" prizes, one "Grand Prize" and two "Mergers and Acquisitions" prizes awarded Danone and Cegedim.

Out of the 1,359 deals completed between March 19, 2007 and December 31, 2008, six French companies were nominated for the "Mergers and Acquisitions" prize using criteria such as stock price listing, transaction value, and size of the acquired stake.

The winning company was then chosen using the following criteria: total value of the transaction, the international positioning and geographic fit of the companies, and strategic relevance of the deal.

Recap of the Cegedim-Dendrite merger

Cegedim's acquisition of Dendrite in 2007 significantly expanded the French Group's product range and broadened its geographic coverage, allowing it to better meet the needs of companies in the pharmaceutical and life sciences industries.

- **A substantial transaction in value terms.** This acquisition, totaling \$751 million, resulted in a merged entity with revenues of €849 million in 2008.
- **New horizons in North America and Asia-Pacific.** By combining Cegedim's European businesses with Dendrite's activities in the US and Asia-Pacific, the new Group put itself in a position to partner globally with its clients and provide a diversified range of high value added, integrated solutions in more than 80 countries around the world.
- **Strengthening our client offerings.** The combination of the two companies has created a leading supplier of solutions to the pharmaceutical and life sciences industries in the fields of sales, marketing, clinical trials and compliance studies.

Pierre Marucchi, Managing Director of Cegedim, stated: *"We are pleased and proud to receive this prize from L'Entreprise Européenne. It is further proof of the value that we have created by joining forces with Dendrite. The acquisition is now fully integrated and has allowed us to create a global player with broader international coverage, a more comprehensive product range and the ability to invest in developing innovative technologies."*

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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,400 people in 80 countries and generated revenue of €849 million in 2008.

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

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