

## Cegedim opens new office in Kiev, Ukraine

**Paris, December 20, 2010** – Cegedim Relationship Management, the world's leading provider of Life Sciences-specific CRM solutions, today announced it has established its first office in Ukraine, as the company strengthens its relationship with and support of that country and the surrounding Russia and Commonwealth of Independent States (CIS) .

In 2009, the total Ukraine pharmaceutical market value was \$2.7 billion (public price level) with an expected growth of \$0.5 billion in the coming five years. Foreign manufacturers' market share was 75.3%.

This new office is an important commitment that Cegedim Relationship Management is making to the biopharmaceutical industry, supporting companies to expand their commercial activities in this growing market.

"We are very pleased to grow our presence around the region", said Stefan Janssens, Cegedim Relationship Management President of Europe. "We are committed to working globally, regionally and locally with our customers. With the opening of our Kiev office, we look forward to support our customer's development goals. We have already started the deployment of our flagship CRM solution, *Mobile Intelligence*, in Ukraine, for one of the top three biopharmaceutical companies."

Lana Chubakha, will lead the office, reporting to Lucia Railean, General Manager in charge of Russia and the entire CIS region. Before joining Cegedim, Lana worked as business development director for five years at Terrasoft, a consulting company and CRM vendor. Prior to Terrasoft, Lana Chubakha spent six years at TNT Express Ukraine, first, as sales manager and then as Country Sales and Marketing director.

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*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](http://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 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com).

*Contacts:*

**Karine RENAUD**  
Cegedim Relationship Management  
EMEA Communications  
Tel.: +33 (0)1 49 09 23 74  
[Karine.renaud@cegedim.com](mailto:Karine.renaud@cegedim.com)

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