At the heart of activities
Meetings and Demonstration

January 11, 2011
Cegedim Group : 2010 Highlights and 2011 Outlook

Zoom on “CRM & Strategic Data”

Zoom on “Healthcare professionals”

Zoom on “Insurance & Services”

Additional information
Cegedim Group:

2010 Highlights and 2011 Outlook
### Group profile

**Global technology and services company specializing in healthcare**

**Global leader driven by innovation**

### Customers

- **Pharmaceutical and Life-Sciences companies worldwide**
- **Doctors, pharmacists and paramedics in Europe & USA**
- **Healthcare insurance in France**

### Key figures as of 31/12/2009

- **2009 revenue**: €874M (4.3% increase)
- **Recurring business**: 65%
- **Market capitalization**: €805M
- **Headcount**: 8,600

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**Group** | **CRM & strategic data** | **Healthcare professionals** | **Insurance & services** | **Finance** | **4**
--- | --- | --- | --- | --- | ---
Strong and stable shareholder base

- **Cliquez pour modifier le style du titre**

**Board of directors**

- Jean-Claude Labrune - Chairman of the board
- Laurent Labrune
- Aude Labrune
- Jean-Louis Mery
- Pierre Marucchi - FCB representative
- Jacques-Henri David - Appointed by FSI
- Nicolas Manardo - Appointed by FSI
- Philippe Alatorto - GERS representative
- Anthony Roberts - Alliance Healthcare France representative
- Jean-Pierre Cassan - Independent director in the sense of the AFEP-MEDEF corporate governance code
Average daily volume (K€)

- 2006: 186
- 2007: 207
- 2008: 112
- 2009: 139
- 2010: 287

Adjusted stock price (as of 12/31/2010)

Share ID

- Quotation: NYSE Euronext Paris - compartment B
- IPO date: April 1995
- ISIN Code: FR0000053506
- Code: CGDM.PA (Reuters), CGM (Bloomberg)
- Closing Date: December 31st
- Price at IPO: 9.52 euros
- Number of shares as of 12/31/2010: 13,997,173
- Market capitalisation as of 12/31/2010: 576 millions of euros

Analysts coverage

- CA Chevreux: Michaël Beucher
- CM CIC Sociétés: Jean-Pascal Brivady
- Gilbert Dupont: Nicolas Montel / Guillaume Cuvillier
- Natixis Securities: Thomas Le Quang
- Oddo & Cie: Xavier-Emmanuel Pingault
- Société Générale: Patrick Jousseau
Snapshot of Cegedim strength

- EXPERIMENTED TEAM
  - Stable management
  - Group of entrepreneurs
  - Founder chairman

- STRONG SPIRIT OF INNOVATION
  - R&D around 7% of revenue
  - 15% of workforce

- RICH HISTORY OF INNOVATION
  - 40 years history
  - Listed since 1995

- STRONG & STABLE SHAREHOLDER BASE
  - Majority family shareholding
  - Strong long-term shareholding
  - Large free-float

- SOLID FINANCIAL STRUCTURE
  - Strong balance sheet
  - High recurring revenue

- PROMISING ACQUISITIONS
  - SK&A: best US healthcare professionals database
  - Pulse Inc: access to US EHR dynamic market

- Unique global healthcare professionals database
- Long clients relation
- Largest CRM hosting structure
- Global presence
- No direct competitors
- Flexibility to adapt to market's expectations & new needs
Our activity organized in three sectors

**CRM & STRATEGIC DATA**
- Databases
- Compliance & Marketing Solutions
- CRM
- Market Research Studies

**HEALTHCARE PROFESSIONALS**
- Software Publishing
- Promotional Information

**INSURANCE & SERVICES**
- IT for Healthcare Insurers
- Data-flow Management
- Outsourced Solutions

* Ordinary EBIT
2010 Highlights

- Numerous commercial success
- Promising acquisitions
- Group debt adjustment
- Group governance improvement
- Group driven by innovation

2011 Outlook

- 2011 revenue organic growth of +2%
- Revenue growth including all acquisition done in 2010: +4%
- 2011 EBIT slightly above 2010 EBIT
2011 finance agenda

January 11
Investors Day

February 4
2010 revenue

April 13
2010 Annual results

April 14
SFAF Meeting

May 4
2011 Q1 revenue

July 25 - August 5
2011 Q2 revenue

September 23
2011 Half-year results

Septembre 26
SFAF Meeting

November 9
2011 Q3 revenue
Zoom on “CRM & Strategic Data”
Cegedim solutions for life science companies

UNDERSTAND

Strategic Data
- Market research
- Launch assistance
- Sales force optimization

KNOW

OneKey
- The unique global healthcare professional database
- More than 6 million healthcare professionals including influential links

PERFORM

Mobile Intelligence
- The only global CRM dedicated to the pharma industry
- Available on different platforms (PC, iPhone, iPad, Blackberry ...)

SUPPORT

SaaS or licence model
- Global presence
- Largest hosting facilities in the CRM pharma industry
- Implementation and training

EVALUATE

Reportive, ...
- Business intelligence, Reporting solutions
- Effectiveness, ROI, Quality control
- Governance, Compliance
A worldwide leader

Operations in over 80 countries

Worldwide market share

- In-house: 35%
- Siebel: 21%
- Others: 24%
- Local databases: 36%

CRM

OneKey
Key Features

- Usable for sales, key accounts, managed markets, thought and key opinion leaders, and more
- Customer, call, and interaction management literally at fingertips
- Electronic signature capture for samples and medical inquiry requests
- “Near me” functionality to plan a day on the fly
- Promotional and reimbursable expense management for corporate and aggregate spend compliance
- Comprehensive planning via alerts, a planner, recording time off territory, route building, setting appointments, sales and prescription data and reports and analytics
- Vivid multimedia presentations
- Powerful and easy to use configuration tools
- Alerts from head office in real time
OneKey: providing a comprehensive Customer universe picture

- 7.5 Million Healthcare Professionals
- 68 countries
- Daily enriched by > 700 specialized phone operators
- Single Global ID – Global Data Model
- Legislation compliance across regions
Why is Customer Data Management such a challenge?

Data quality weakens over time

Quality deviation over time

- Hospital
- Private Practice + Specialties
- Private Practice GP

Source: Cegedim data

Year 1
Year 2
Year 3
OneKey Global Validation & Enrichment Process

OneKey

Update request

Auto Matching

Standardization
Cleansing
De-duplication
Enrichment
Compliance

Phone verification

Continuous data refreshment: proactivity

Total Quality Control

OneKey Facts

83% proactively by Cegedim
6 000 000 updates in one year

OTHER clients' reps requests
Direct Marketing CCI projects
Third-party data sources
Cegedim Healthcare Software

Group CRM & strategic data Healthcare professionals Insurance & services Finance
Stakeholder Centric Solution

Mobile Intelligence

Identify
Profile
Expand
Relate
Execute

OneKey

Market Access powered by OneKey

OneKey Portal

CRM & strategic data
System integration and Master Data Management

Data Sources
OneKey
Data Source 2
Data Source 3

Master Data Management
Nucleus 360™

CRM Suite
Mobile Intelligence
Zoom on “Healthcare professionals”
Activities

Physicians

+120,000

- Practice Management Software
- EMR, e-prescription

Pharmacists

16,000

- Practice Management Software
- e-transmission

Paramedics

30,000

- Practice Management Software

Cegelease

1/3 of total revenue

- Financial leasing for
  Retail pharmacies
  Healthcare professionals

Group | CRM & strategic data | Healthcare professionals | Insurance & services | Finance

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International player present in the USA

Operations in over 7 countries

Main market share

<table>
<thead>
<tr>
<th>Country</th>
<th>GP</th>
<th>Pharmacists</th>
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<tbody>
<tr>
<td>France</td>
<td>21%</td>
<td>39%</td>
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<tr>
<td>UK</td>
<td>22%</td>
<td>50%</td>
</tr>
<tr>
<td>Spain</td>
<td>60%</td>
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<td>Italy</td>
<td>37%</td>
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<tr>
<td>Belgium</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Chili</td>
<td>20%</td>
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<tr>
<td>USA</td>
<td>2%</td>
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</table>
Evaluation and rehabilitation solution of mobility on “baropodometric” platform for physical therapy and physical medicine

Gesture analysis system with inertial platform (accelerometer, magnetometer, and gyroscope)

Applications in fields as varied as:
- Geriatrics (Fall prevention)
- Sport (Quality of movement)
- Neurology (Reconstruction)
- Trauma (Improvement of joint mobility, muscle strengthening)
- Laboratories of the movement …
Zoom on “Insurance & Services »
Activities

IT for healthcare insurers
- Leader in France
- Development in Morocco and Mali

Flows and electronic payment
- Leader in France
- Management of direct payment by insurers
Hosting Services: At the heart of Cegedim activities

Hosting: an essential service since 1998

Cegedim staff maintain hosting system in operational condition

Homogeneous hosting infrastructure with leading technology:

- Worldwide coverage divided in 3 zones: NCSA, EMEA, and APAC
- Secured Tier III+ hosting capacity in 5 Data Centers
- Card and/or biometric access controls
- Fire detection and suppression systems (Vesda /Inergen)
- On-site Cegedim staff 24/7
- High Speed Internet Access: minimum 50 Mbps, and redundant on two major suppliers of Internet bandwidth
- Double secure electric power distribution system, generator, with a minimal autonomy of 48h
- Redundant air conditioning system

Cegedim currently host more than 600 Pharmaceutical Companies and over 220 000 users (CRM)
Hosting Services: Private WAN with worldwide coverage

- Bedminster
- Chesapeake
- London
- Warsaw
- Paris (Boulogne)
- Toulouse
- Bangalore
- Singapore
- Osaka
- Auckland

Hosting centers
R&D centers

100 MB connection
Hosting Services: Capacities

Total capacities:
- 240 IT staff dedicated for Data Center Systems and Networking activity globally
- 3000 sq ft of hosting secured facilities
- 10 Gbps redundant corporate private network backbone
- Total hosting capacity: over 7,500 hosted servers

Actual production:
- 1.3 Peta Byte of data
- System availability: 99.9%
- Over 4,000 instances hosted servers
- 75% turned to Customers production
- 55% are virtual, using VMware ESX technologies
- 715 Oracle and 400 MS SQL DB instances hosted
- Internet bandwidth: 1,810 Mbps redundant
- 320 IP/VPN connections to customers

Currently, Cegedim manages 687 customers “Private Cloud”
Serving 300,000 users over the world
Boulogne Campus (France)

- Two Datacenter in two independent buildings (Power & Security)
- Total server power: 800 kVA (Redundant UPS)
- Total space: 800 sq ft
- Server capacity: 2,500
- Level of availability: 99.99%
- Total carrier bandwidth: 10 Gbps

Two hosting center connected by fiber optic
Additional information
Acquisitions are in line with the Group’s external growth policy presented at the time of the December 2009 capital increase.

We recall that the sole purpose of the bond issue for €300 million on July 27, 2010 is the refinancing of existing bank debt.
Strategic acquisitions

**SK&A Information Services Inc**

January 7, 2010

**CRM & Strategic Data**

- Strength Cegedim’s OneKey offering in the US
- Top-notch supplier of healthcare data
- More than 2 million healthcare professionals updated regularly
- 100% telephone-verified e-mail addresses
- Full-year revenues of roughly $15 million

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**Swiss CRM and Direct Marketing Division of IMS Health**

June 3, 2010

**CRM & Strategic Data**

- To complement and strengthen existing Swiss offerings
- Recognized for its quality and reliability
- Annual revenues in the region of €2 million

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**Hosta**

June 18, 2010

**Insurance & Services**

- Specialist in third-party management in which Cegedim has held a minority stake since 2004
- Among France’s leading third-party management companies
- Annual revenues of approximately €11 million
Pulse Systems Inc

Healthcare Professionals

- Healthcare software and services supplier
- The move gives Cegedim access to the US market for the computerization of healthcare professionals in a very critical time for Electronic Health Records (EHR) market
- Pulse is profitable and will likely continue to grow in a rapidly expanding sector
- It expects to increase its revenues more than four-fold by 2014
- It will enable to transform European Cegedim Healthcare Software division into a global player by utilizing the Pulse solutions to expand its presence in the US market

Deskom

Insurance & Services

- A leading French B-to-B invoice dematerialization company
- Cegedim becomes Europe’s top electronic invoicing network
- An opportunity to move ahead Cegedim EDI to all business sectors
- Annual revenues of approximately €4 million
Successful M€ 300 bond issue

Characteristics

- Rating: BB+
- Amount: M€ 300
- Maturity date: July 27, 2015
- Annual coupon: 7.000% fixed rate
- 70% of the demand were located outside of France

Objectives

- Maturity extension
  - Almost 80% of total debt has more than 3 year maturity
- Diversifying source of financing

Use

- 100% of the bond issue will be used to reimburse part of the existing bank debt
Significant improvement in the debt structure

Debt structure by as of June 30, 2010

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<th>Type</th>
<th>Currency</th>
<th>Hedging</th>
<th>Maturity</th>
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<tr>
<td>Term</td>
<td>Me262</td>
<td>67% EUR</td>
<td>16% &lt; 1 year</td>
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<tr>
<td>Revolver</td>
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<td>33% USD</td>
<td>84% &gt; 1 year</td>
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<td>Subordinated</td>
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<td>33% Floating rate</td>
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Indicative new debt structure

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<td>14% USD</td>
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Net bank debt repayment as of June 30, 2010

Indicative new net bank debt repayment

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We welcome your questions and comments

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