

Cegedim **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**

**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%

Recurring business

65%

Market capitalization

€805M

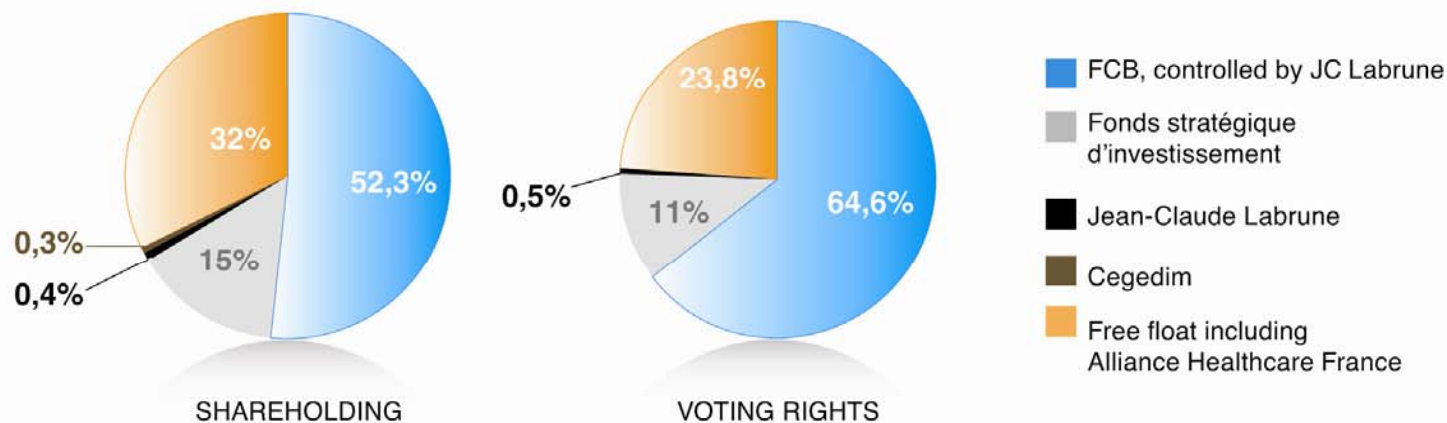
Headcount

8,600

CGM
LISTED
NYSE
EURONEXT

S&P
BB+

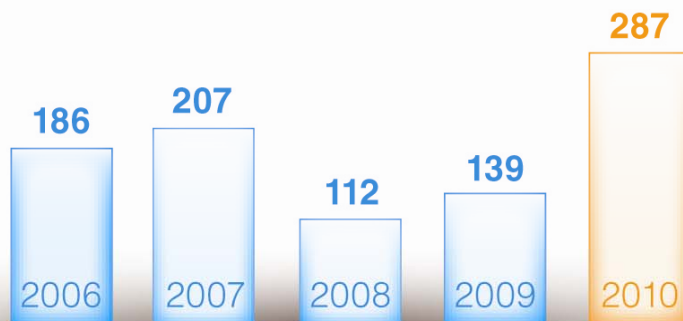
Strong and stable shareholder base



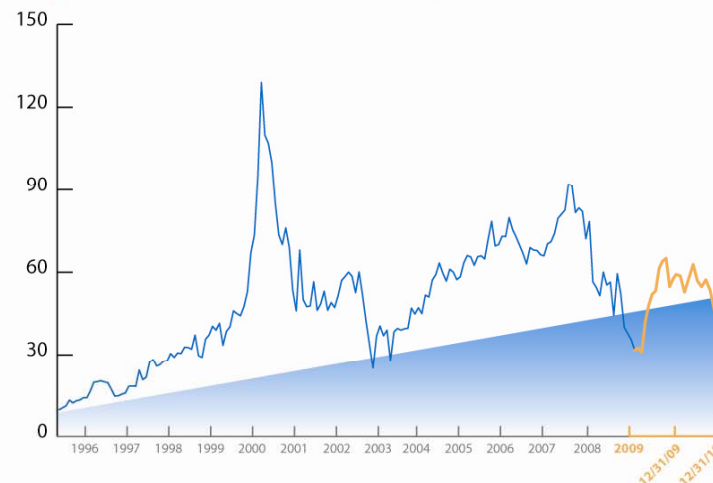
Board of directors

- 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 Alaterre *GERS representative*
- Anthony Roberts *Alliance Healthcare France representative*
- Jean-Pierre Cassan *Independant director in the sense of the AFEP-MEDEF corporate governance code*

Average daily volume (K€)



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

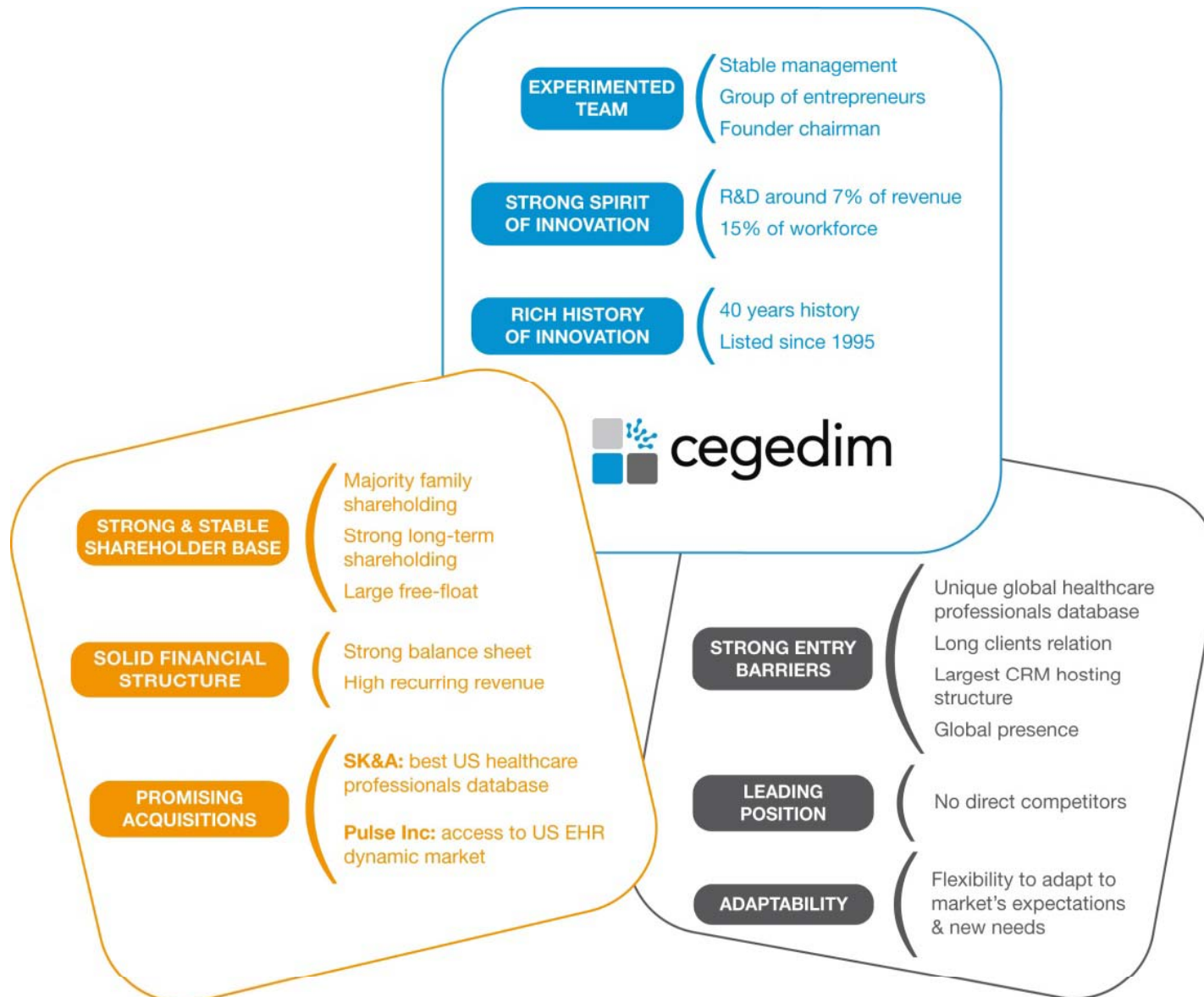


Share ID

- 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 Cheuvreux: *Michaël Beucher*
- CM-CIC Securities: *Jean-Pascal Brivady*
- Gilbert Dupont: *Nicolas Montel / Guillaume Cuvillier*
- Natixis Securities: *Thomas Le Quang*
- Oddo & Cie: *Xavier-Emmanuel Pingault*
- Société Générale: *Patrick Jousseume*



CRM & STRATEGIC DATA

FOR THE LIFE SCIENCES INDUSTRY

- Databases
- Compliance & Marketing Solutions
- CRM
- Market Research Studies

2009



of our 2009 revenue

54%

of our 2009 EBIT*

HEALTHCARE PROFESSIONALS

FOR DOCTORS, PHARMACISTS & PARAMEDICS

- Software Publishing
- Promotional Information

2009



of our 2009 revenue

33%

of our 2009 EBIT*

INSURANCE & SERVICES

FOR INSURANCE COMPANIES & COMPANIES OF ALL SECTORS

- IT for Healthcare Insurers
- Data-flow Management
- Outsourced Solutions

2009



of our 2009 revenue

13%

of our 2009 EBIT*

* 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

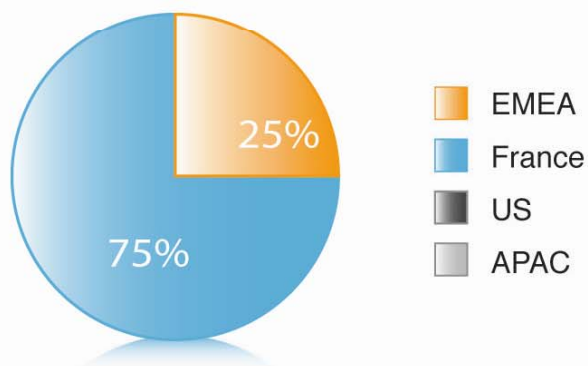
2011 finance agenda

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”**

HEALTHCARE PROFESSIONALS

REVENUE BREAKDOWN



+0.1%

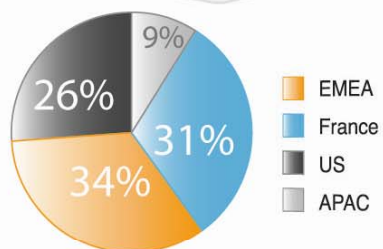
9M reported revenue growth

17.2%

HY 2010 EBIT* margin

CRM & STRATEGIC DATA

REVENUE BREAKDOWN



+4.9%

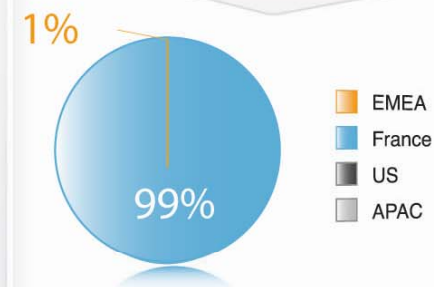
9M 2010 reported revenue growth

7.3%

HY 2010 EBIT* margin

INSURANCES & SERVICES

REVENUE BREAKDOWN



+12.9%

9M 2010 reported revenue growth

14.0%

HY 2010 EBIT* margin



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, ...

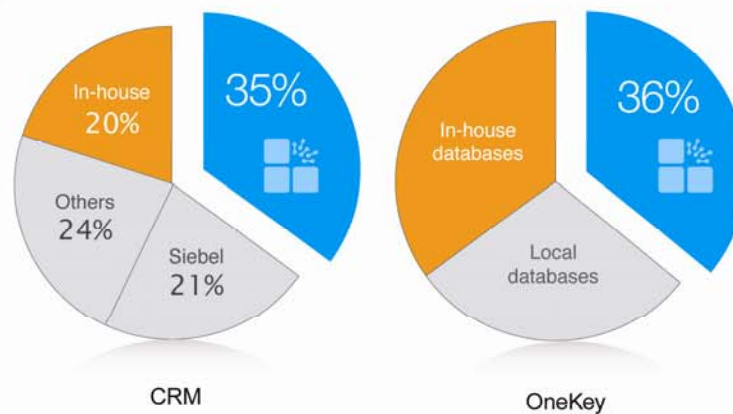
- Business intelligence, Reporting solutions
- Effectiveness, ROI, Quality control
- Governance, Compliance

→ Operations in over 80 countries



■ offices and/or operations

→ Worldwide market share



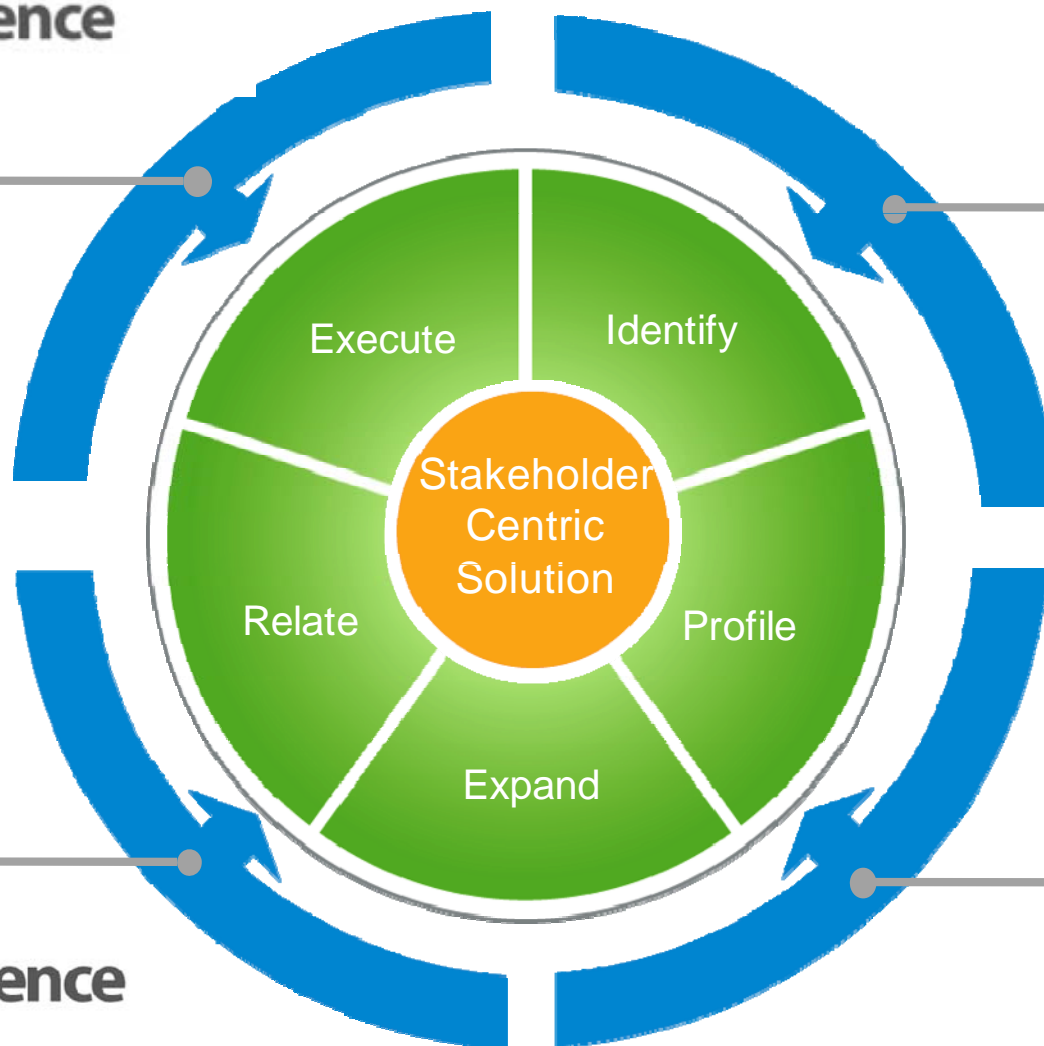
Key Features

- 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



Mobile Intelligence
Analytics

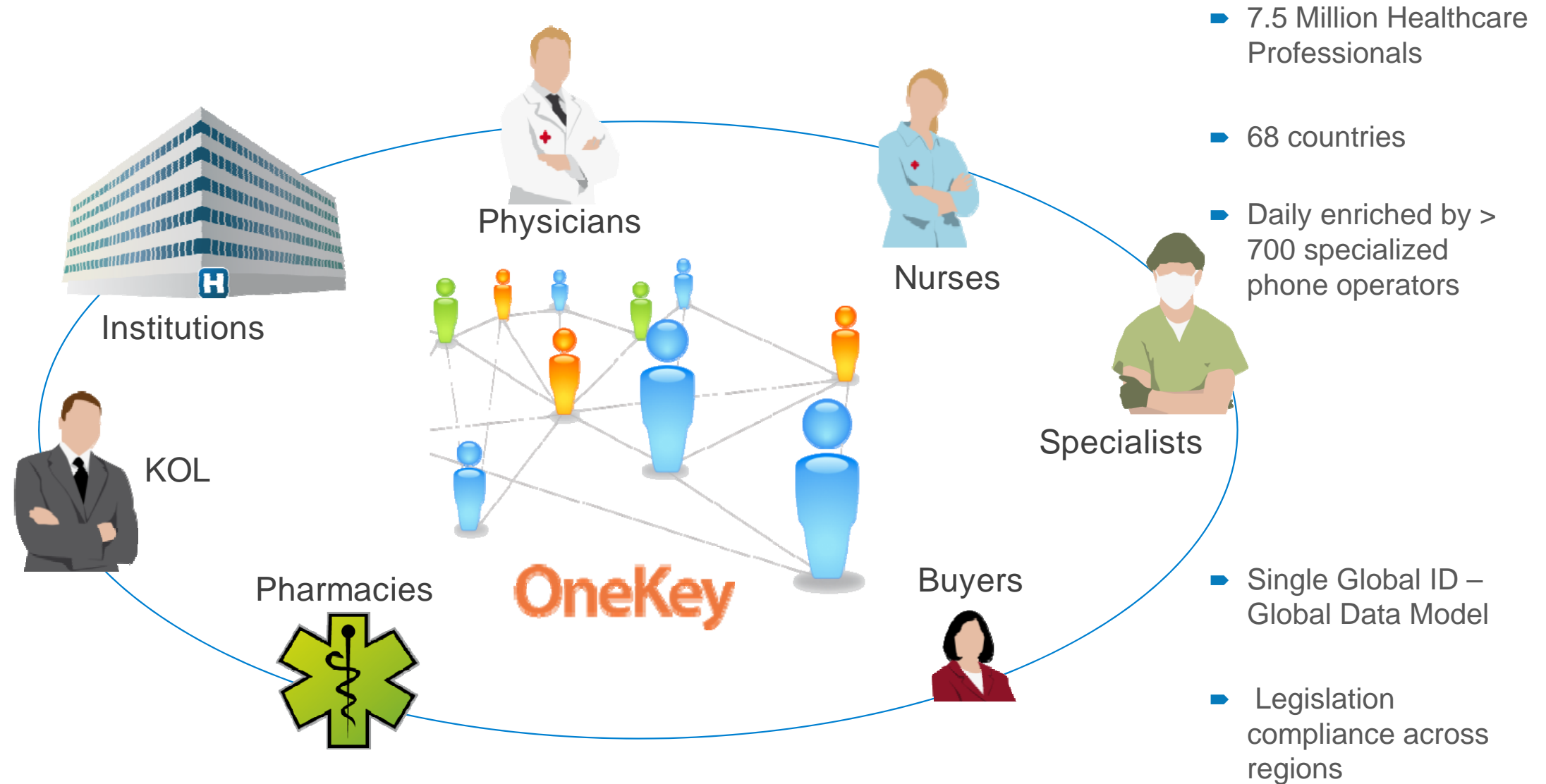
OneKey



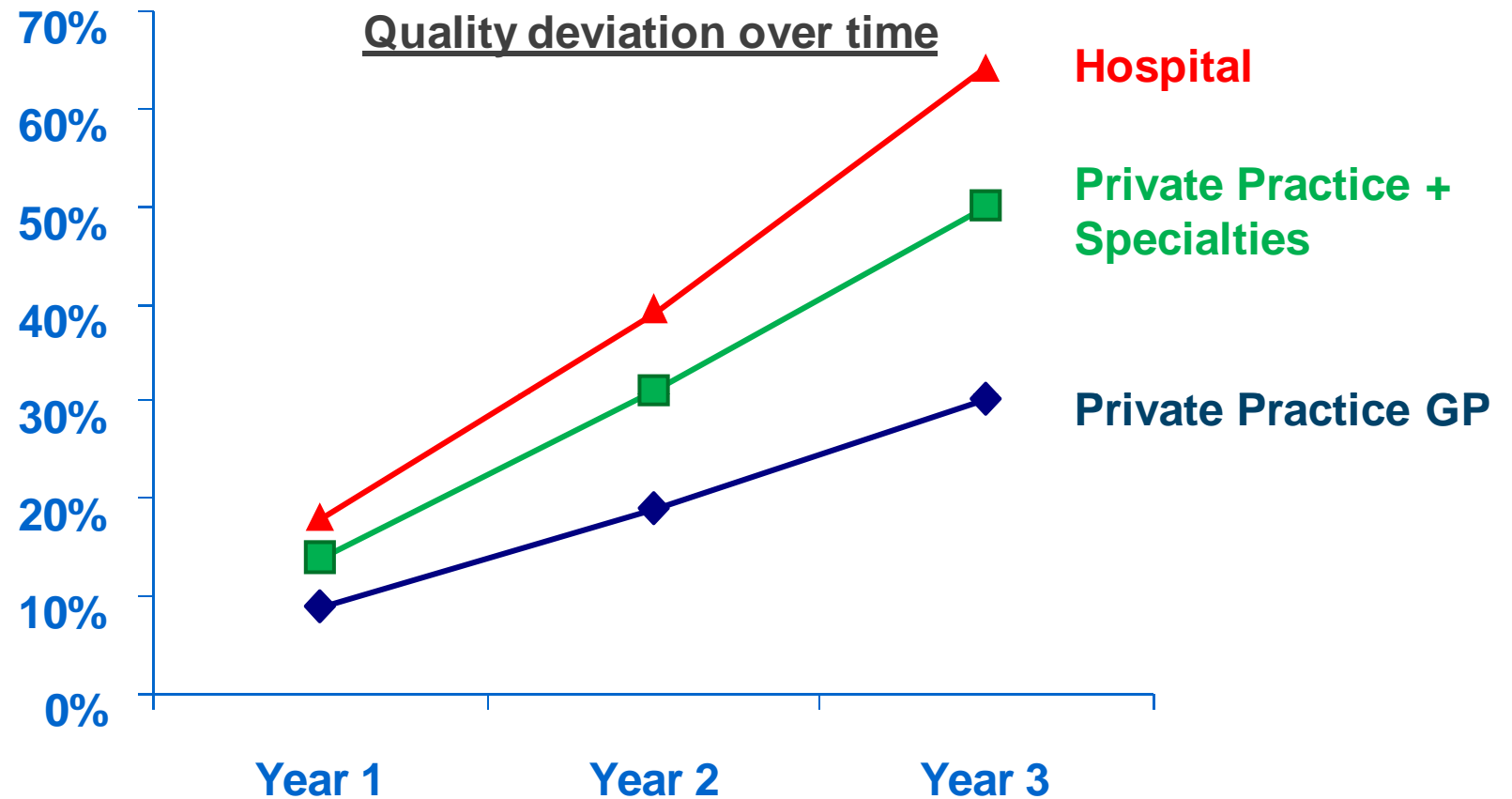
Mobile Intelligence

Market Access
powered by OneKey

OneKey
Portal

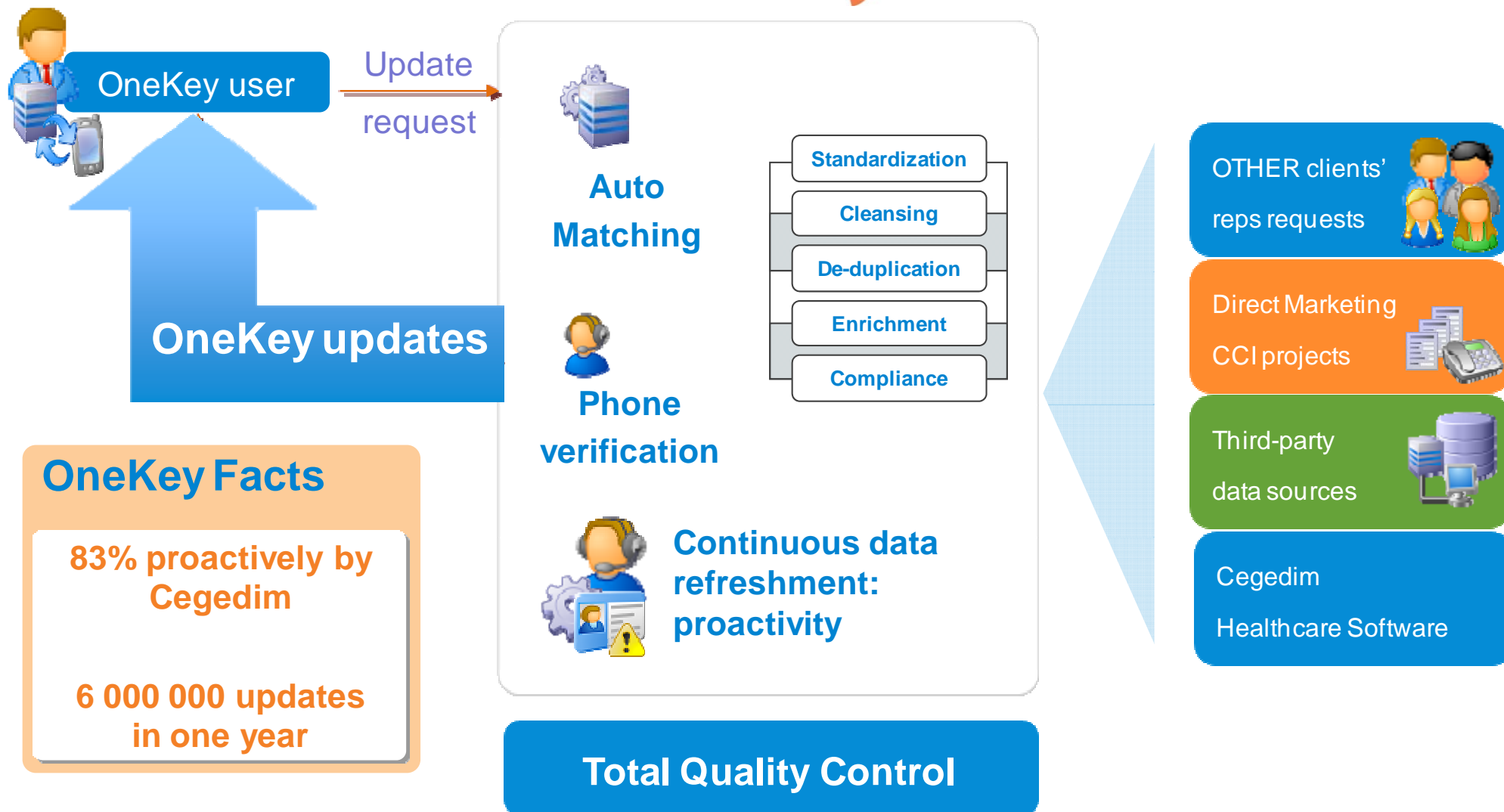


Data quality weakens over time

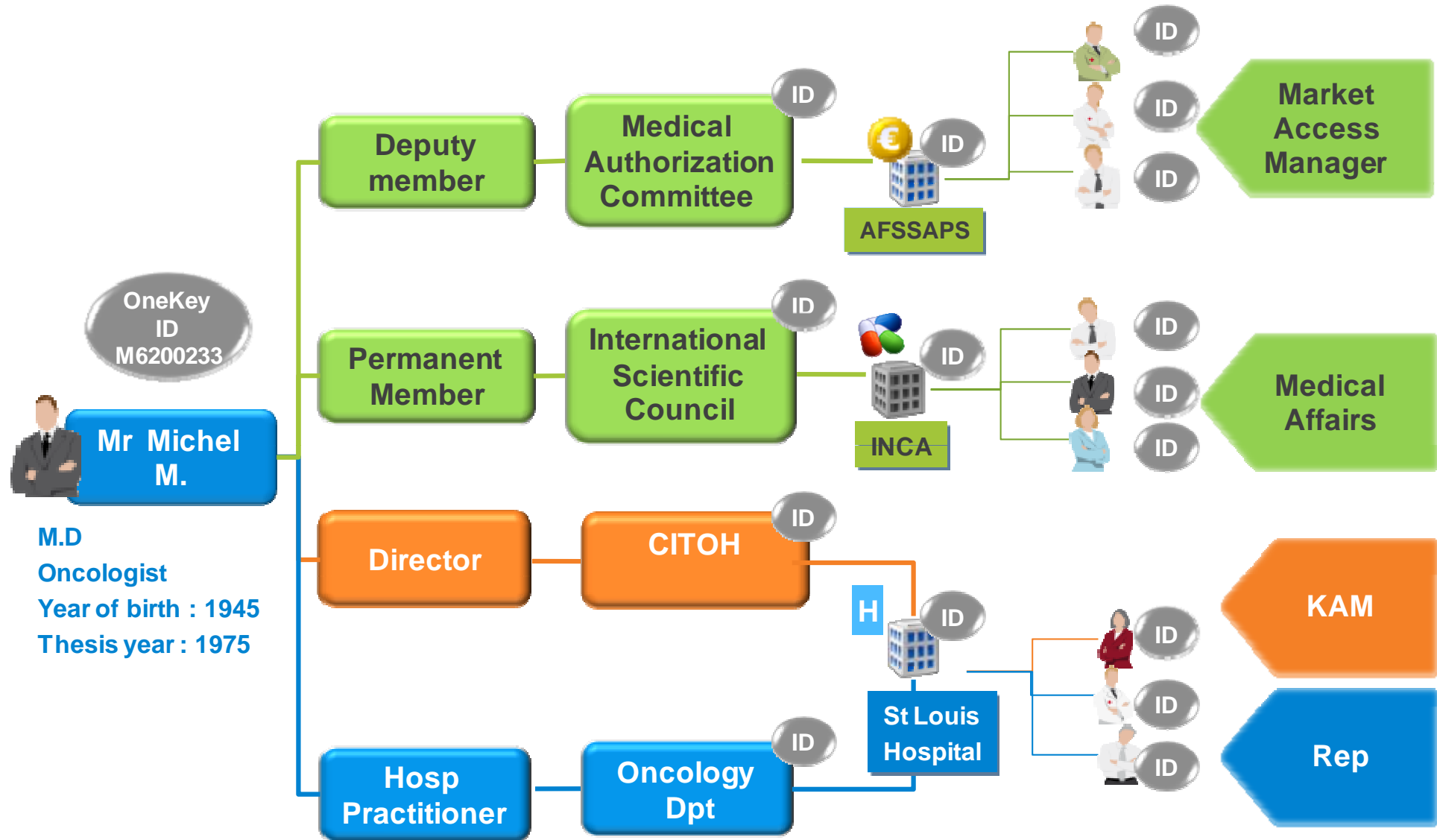


Source: Cegedim data

OneKey







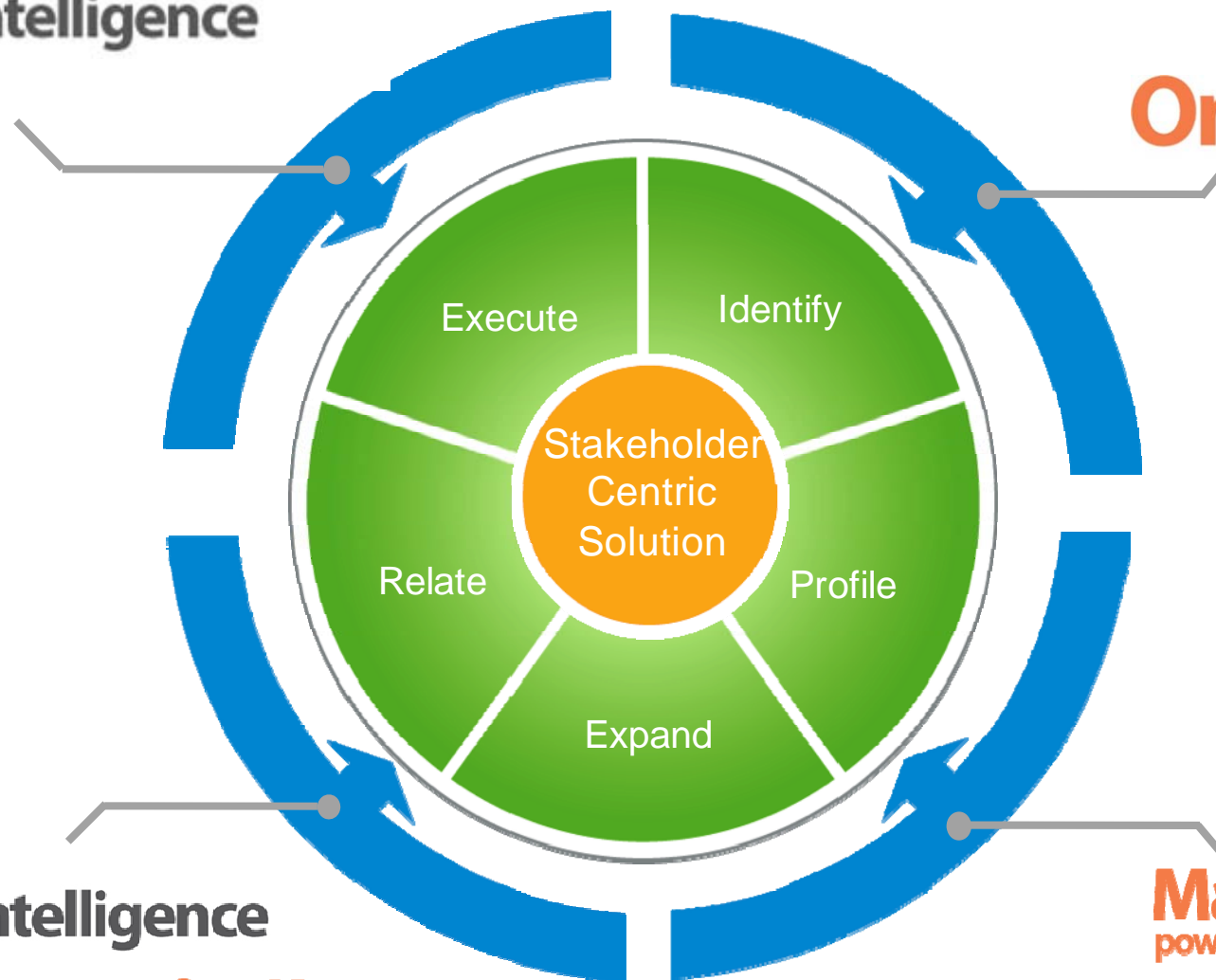
Mobile Intelligence
Analytics

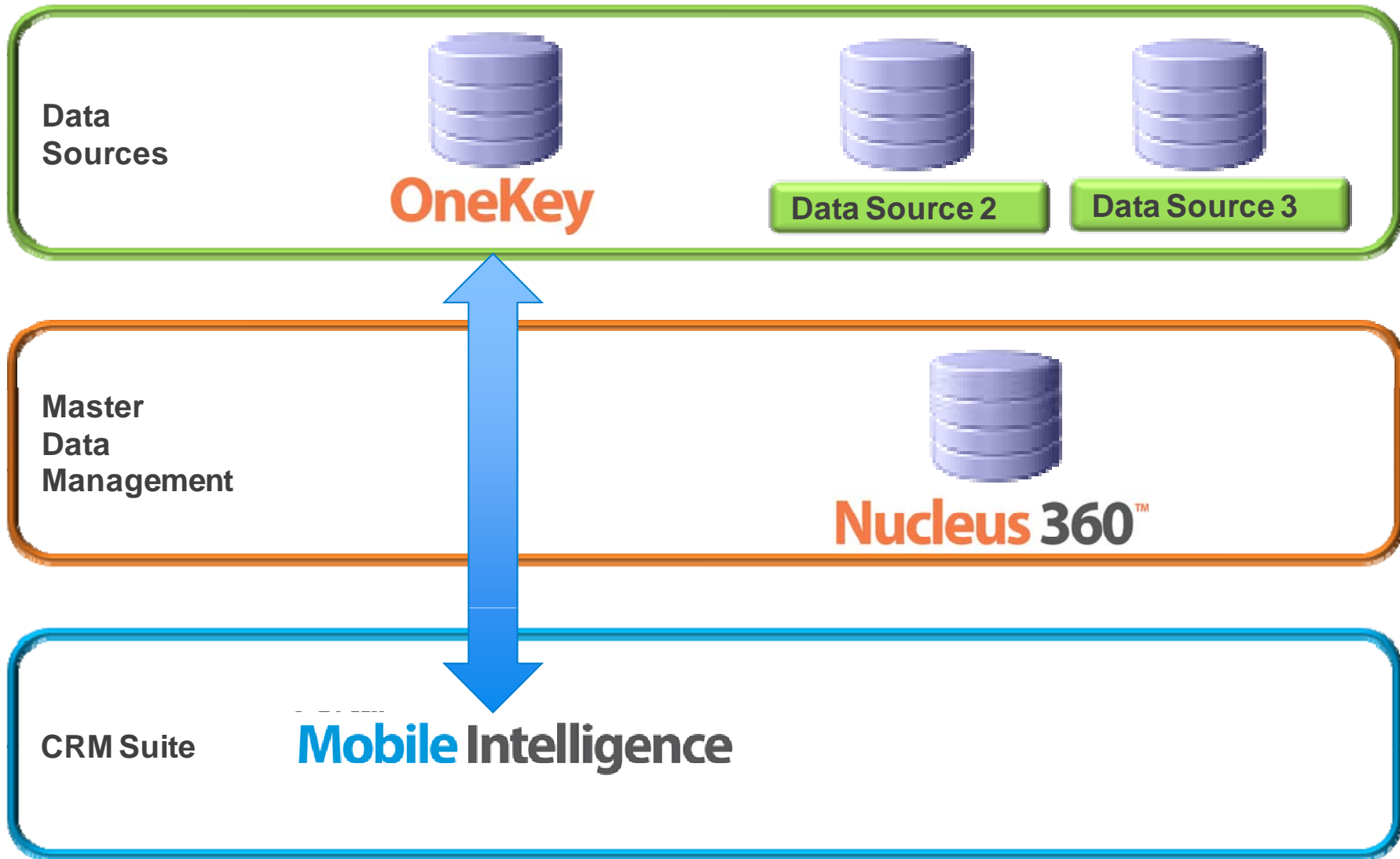
OneKey

Mobile Intelligence

OneKey
Portal

Market Access
powered by OneKey

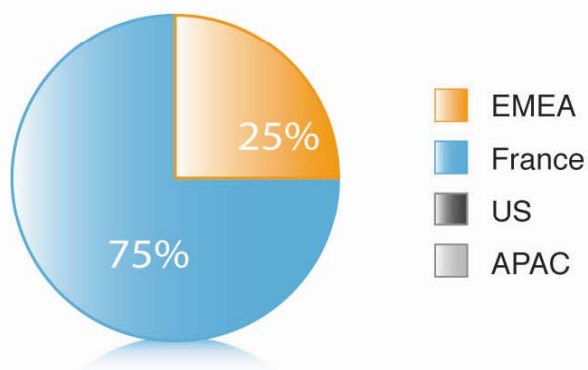




➡ Zoom on “Healthcare professionals”

HEALTHCARE PROFESSIONALS

REVENUE BREAKDOWN

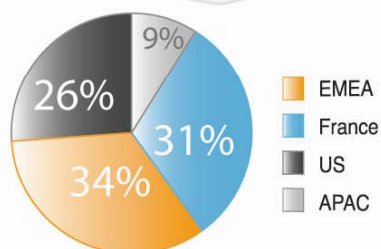


+0.1%
9M reported
revenue growth

17.2%
HY 2010 EBIT* margin

CRM & STRATEGIC DATA

REVENUE BREAKDOWN

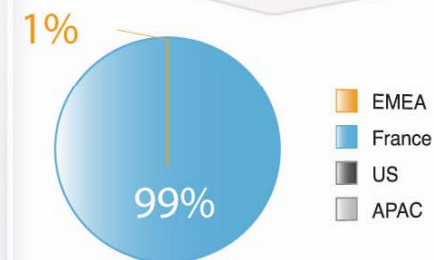


+4.9%
9M 2010 reported
revenue growth

7.3%
HY 2010 EBIT* margin

INSURANCES & SERVICES

REVENUE BREAKDOWN



+12.9%
9M 2010 reported
revenue growth

14.0%
HY 2010 EBIT* margin



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



→ Operations in over 7 countries



■ USA, Chili, France, UK, Belgium, Spain, Italy

→ Main market share

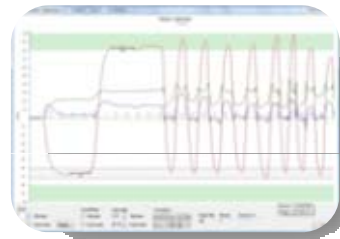
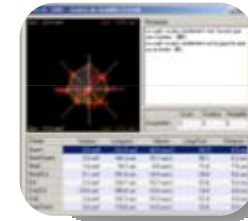
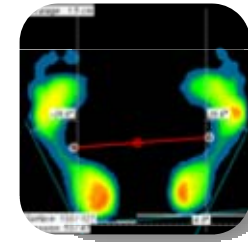
Country	GP	Pharmacists
France	21%	39%
UK	22%	50%
Spain	60%	
Italy	37%	
Belgium	15%	
Chili	20%	
USA	2%	

BIO RESCUE

Evaluation and rehabilitation solution of mobility on "baropodometric" platform for physical therapy and physical medicine

BIO VAL

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



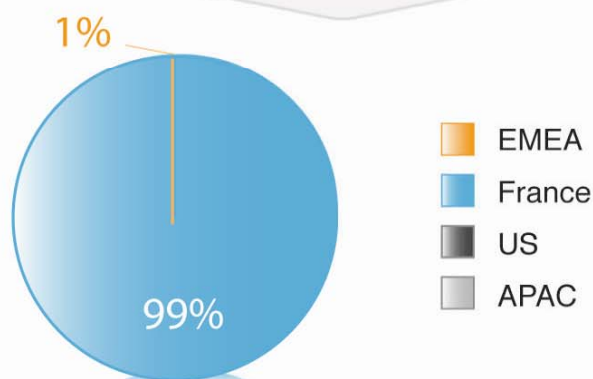
Applications in fields as varied as:

- Geriatrics (Fall prevention)
- Sport (Quality of movement)
- Neurology (Reconstruction)
- Trauma (Improvement of joint mobility, muscle strengthening)
- Laboratories of the movement ...

➡ **Zoom on “Insurance & Services »**

INSURANCES & SERVICES

REVENUE BREAKDOWN

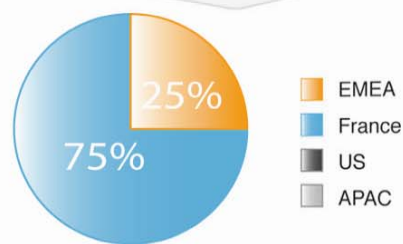


+12.9%
9M 2010 reported revenue growth

14.0%
HY 2010 EBIT* margin

HEALTHCARE PROFESSIONALS

REVENUE BREAKDOWN

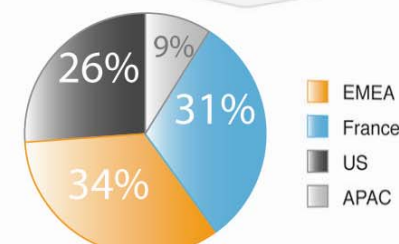


+0.1%
9M reported revenue growth

17.2%
HY 2010 EBIT* margin

CRM & STRATEGIC DATA

REVENUE BREAKDOWN



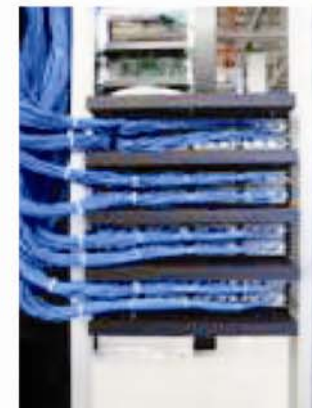
+4.9%
9M 2010 reported revenue growth

7.3%
HY 2010 EBIT* margin



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

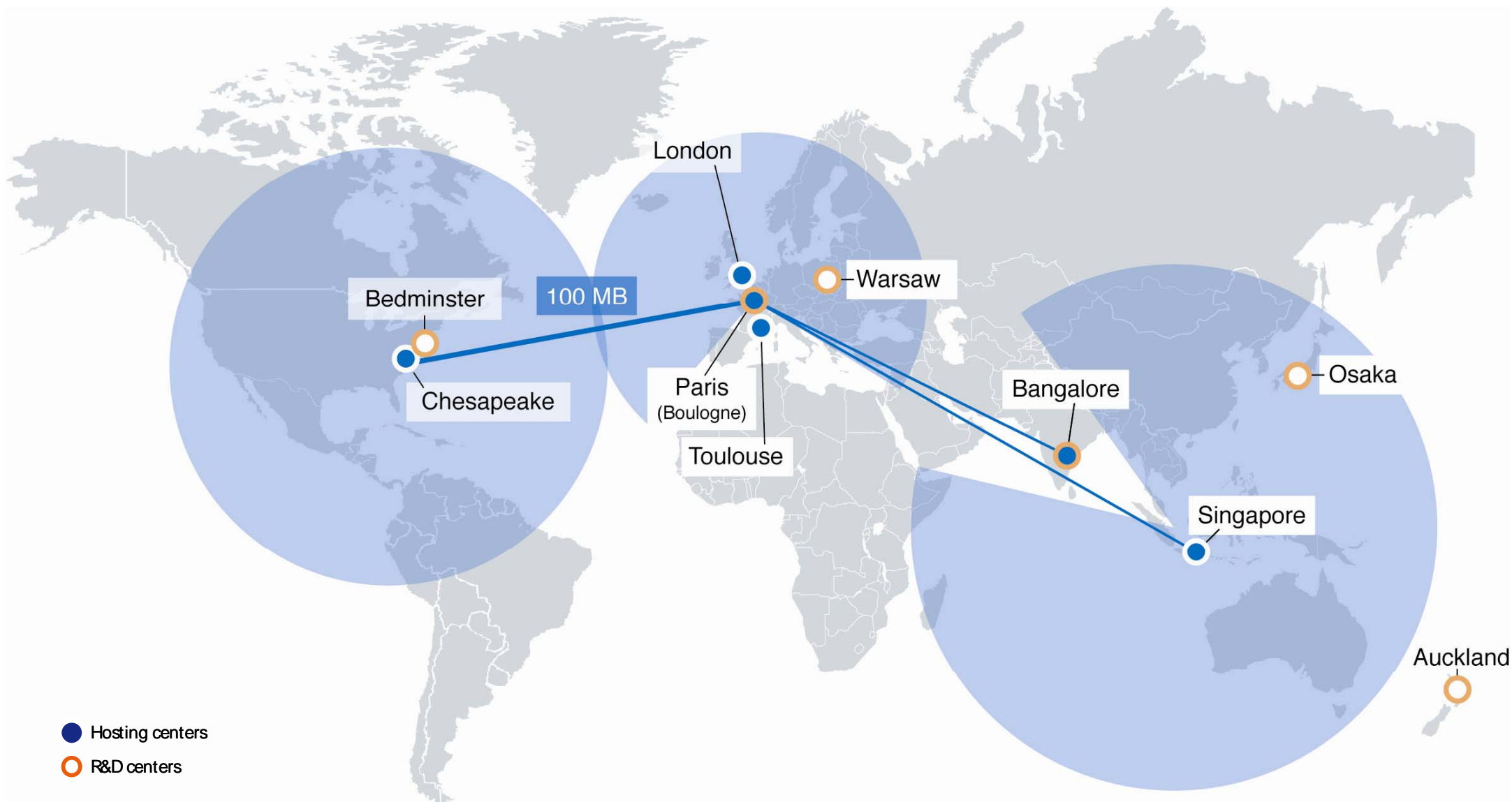
Hosting : an essential service since 1998

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)**

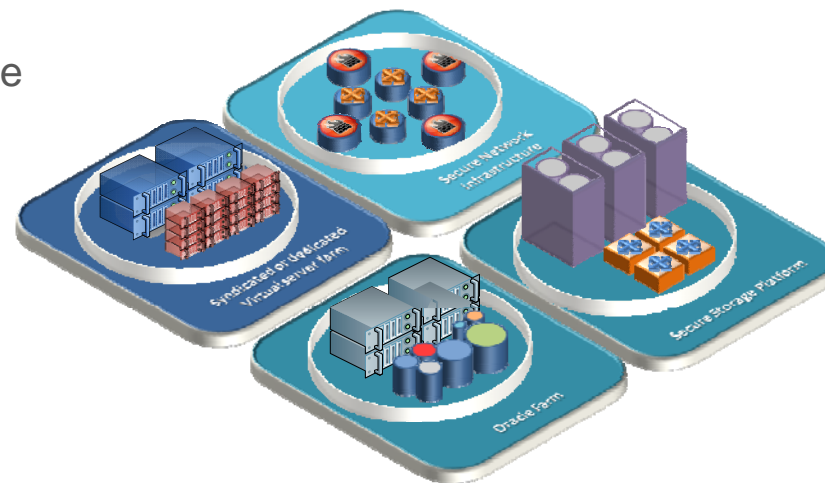


Total capacities:

- 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:

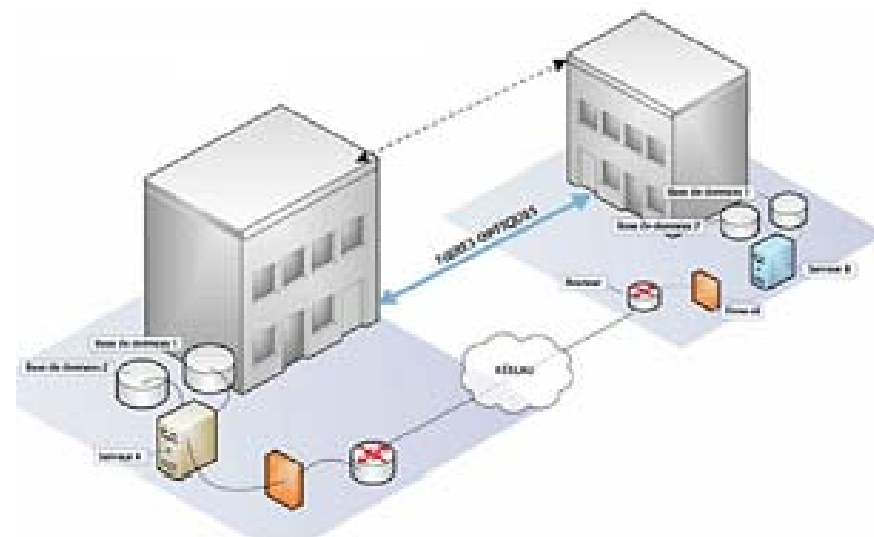
- 1,3 Peta Byte of data
- System availability: 99,9%
- Over 4 000 instances hosted servers
- 75% turned to Customers production
- 55% are virtual, using VMware ESX technologies
- 715 Oracle and 400 MS SQL DB instances hosted
- Internet bandwidth: 1810 Mbps redundant
- 320 IP/VPN connections to customers



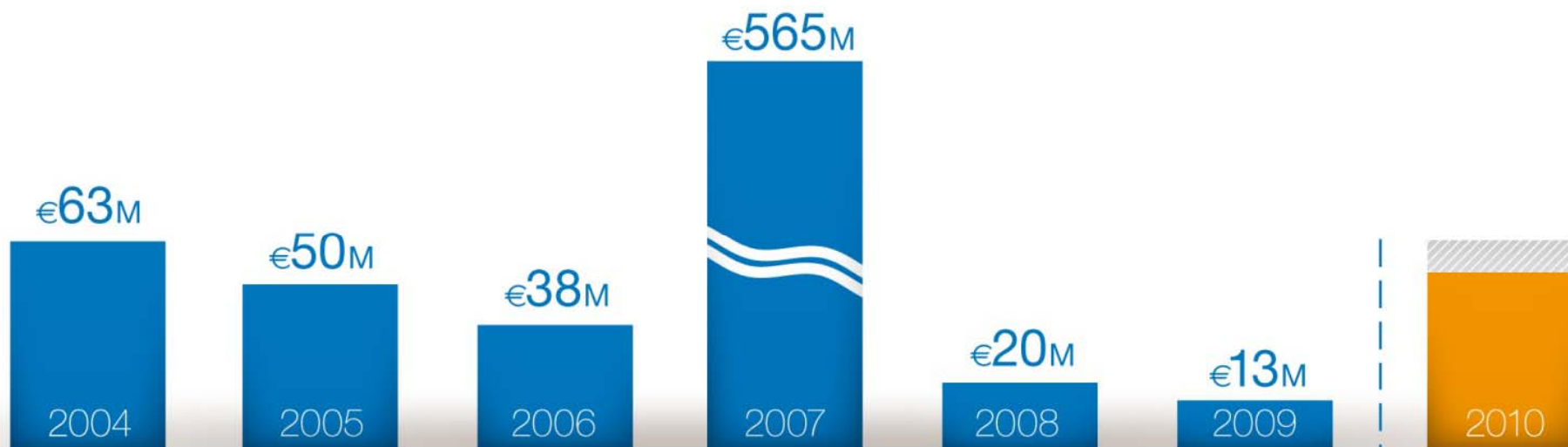
**Currently, Cegedim manages 687 customers “Private Cloud”
Serving 300 000 users over the world**

- 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**



Total price of acquisitions per year

- 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

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

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

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

July 27, 2010

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

September 6, 2010

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

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

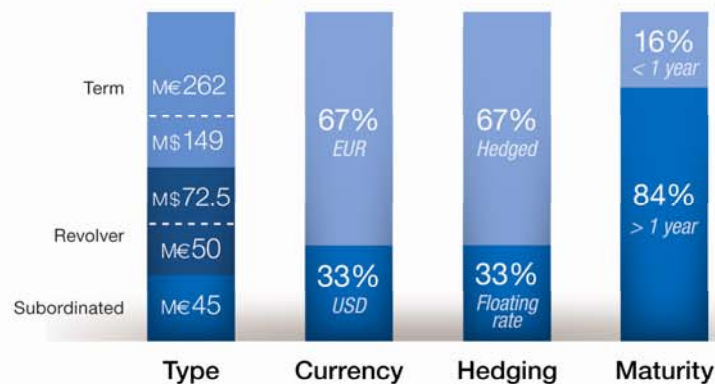
- Maturity extension
 - Almost 80% of total debt has more than 3 year maturity
- Diversifying source of financing

Use

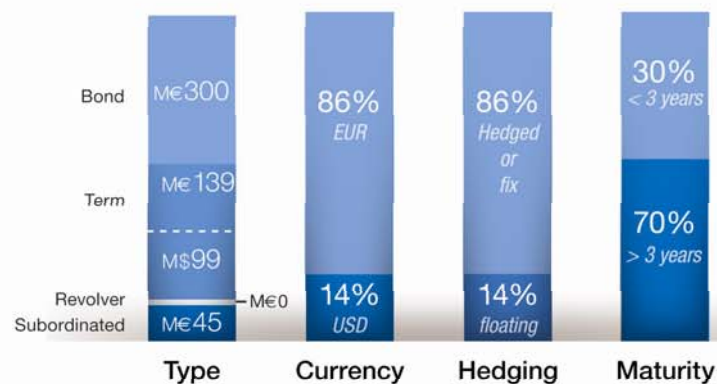
- 100% of the bond issue will be used to reimburse part of the existing bank debt

Significant improvement in the debt structure

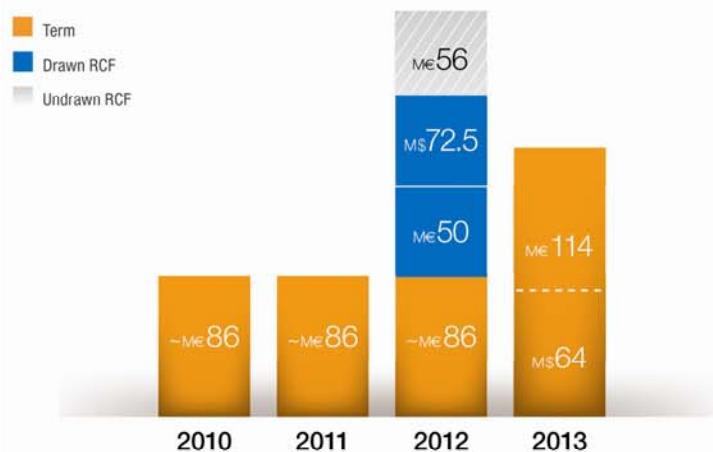
Debt structure by as of June 30, 2010



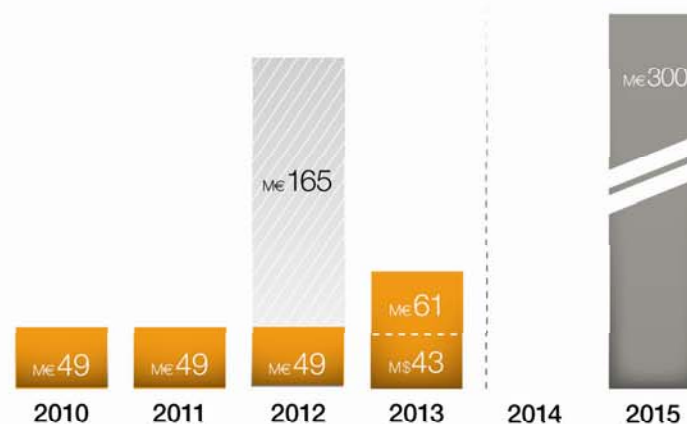
Indicative new debt structure



Net bank debt repayment as of June 30, 2010



Indicative new net bank debt repayment



Jan Eryk UMIASTOWSKI

Chief Investment Officer

Chief Investor Relations

investor.relations@cegedim.com

www.cegedim.com/finance

TEL: +33 (0) 1 49 09 33 36