



 **cegedim**

Activities 2010

At the heart of decision-making and performance

- **Founded** 1969
- **2009 revenues** €874 million
- **Headcount** 8,600 employees
- **Presence** 80 countries, 5 continents
- **Listed on NYSE Euronext Paris, compartment B**

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.

Cegedim Group's expertise lies in the three following sectors:

- **CRM and strategic data**
- **Healthcare professionals**
- **Insurance and services**

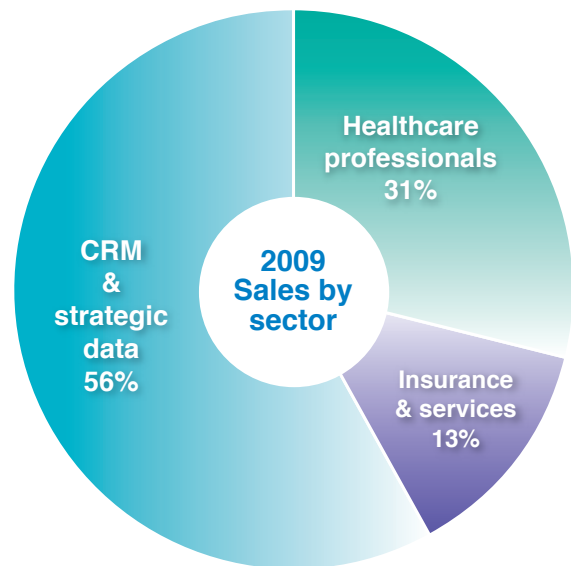
World leader in life sciences CRM, its historic core business, Cegedim provides the world's largest pharmaceutical companies with vital support for successful CRM (Customer Relationship Management) and helps measure sales and marketing effectiveness. These CRM tools, enhanced by the Group's strategic databases, provide marketing and sales departments with a clearer picture of their market and targets, in order to optimize their strategies and return on investment.

Cegedim has also positioned itself as one of Europe's leading producers of medical and paramedical management software. Structured, scalable, and communicative, this software adapts to the needs of healthcare professionals while meeting the latest technical and regulatory requirements.

Capitalizing on its skills in the publishing of professional software and the processing of complex information, the Group also offers solutions dedicated to health insurance players as well as high value-added management solutions to its various clients interested in outsourcing and computerized exchanges.

Cegedim, on the cutting edge of new technologies in the industry of software and healthcare as a pioneer heavily involved in epidemiological and safety studies on pharmaceutical products, has the innovative resources and products necessary for its international growth that are adapted to the changing model of the healthcare sector.

Cegedim is involved in an ongoing process of developing and synergizing its activities, with a declared ambition of being one of the chief intermediaries for healthcare sector partners and positioning itself at the heart of their information needs.



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History



Boulogne-Billancourt, France



Chesapeake, United States

1995

Cegedim has been listed on the Paris second market and is now listed on NYSE Euronext Paris, compartment B.

1994

Start of doctors' computerization offers in France and promotional activities dedicated to doctors and pharmacists. Launch of human resources management activities.

1991

Launch of the first platform of electronic data interchange.

1990

International expansion begins.

1979

Launch of CRM activities in France.

1969



Jean-Claude Labrune founds Cegedim (for Centre de Gestion, de Documentation, d'Informatique et de Marketing) with initial vocation to pool pharmaceutical companies know how and IT resources in document research fields. Launch of first databases.

2010

Cegedim employs 8,600 people in more than 80 countries. International activities represent about 50% of full-year revenue. *OneKey*, the database of choice for healthcare professionals around the world is available in 73 countries.

2009

Cegedim successfully completed a €180.5 million capital increase to boost its external growth dynamics. In doing so, the Strategic Investment Funds (Fonds Stratégique d'Investissement - FSI) has become the Group's number 2 shareholder with 15% of the capital.

2007

Cegedim announces the acquisition of the American company Dendrite International and becomes the world leader in Pharmaceutical CRM. With the broadest and best R&D structure dedicated to this highly specific sector, Cegedim shows a unique ability to optimize promotional investments for its customers.

2006

Cegedim revenue exceeds €500 million.

1999

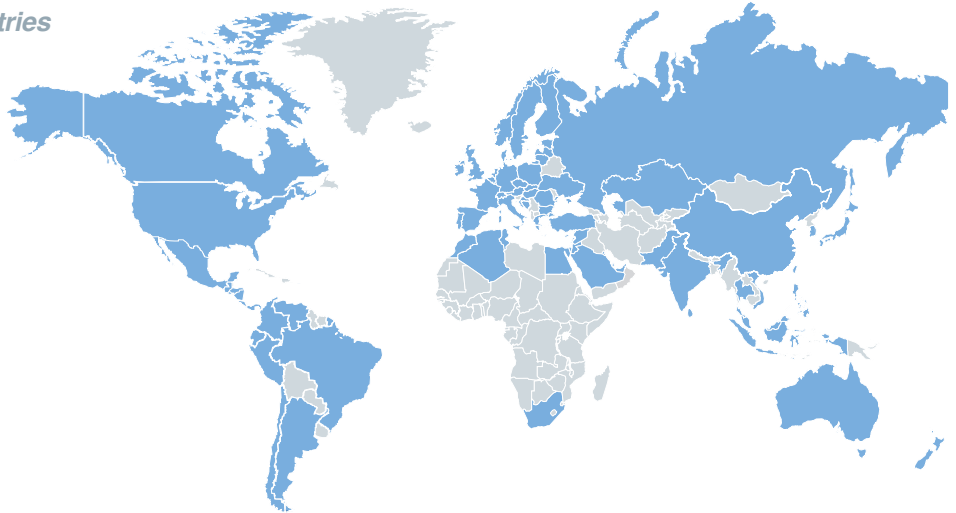
Computerization of health insurance and mutual companies.



A global presence

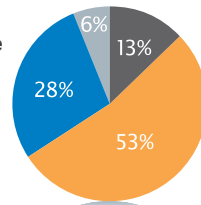
Operations in over 80 countries

■ Offices and / or operations

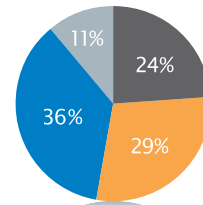


2009 revenue distribution

■ France
 ■ Europe except France
 ■ North America
 ■ Rest of the world



Group

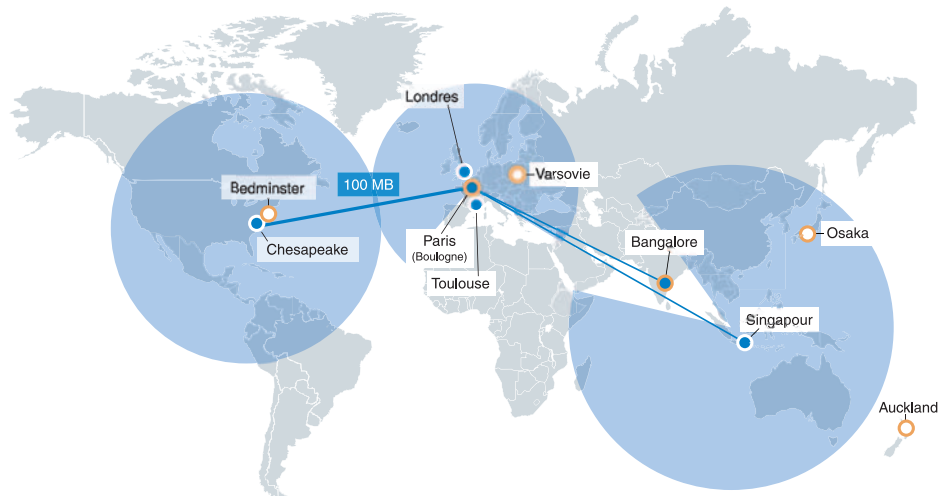


CRM & strategic data

The Group's main hosting and R&D centers

● Hosting centers

○ R&D centers



Human resources

- 8,600 employees and 56% abroad
- 950 recruitments worldwide in 2009:
 - 430 in France
 - 40% of job creations
 - 10% of positions filled internally

Cegedim Group seeks to create an environment in which its employees can fully develop their skills while actively contributing to the company's performance.

Human-scale teams

Cegedim is an international organization built on human-scale teams within which communication, the transfer of skills and the sharing of experiences are prominent. These factors are all essential to its continued growth.

Furthermore, responsiveness and flexibility are recognized values within the Group and individual initiative is encouraged. Cegedim's local management fosters effective decision-making while controlling costs and keeping the company on schedule.

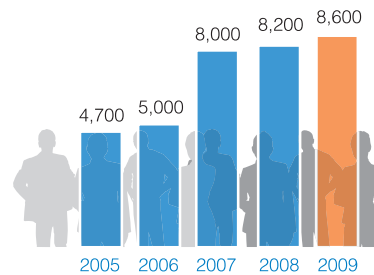
Opportunities for professional advancement

The diverse nature of Cegedim's businesses and its international establishment in 80 countries mean that the Group is able to offer employees development in terms of skills and individual experiences, such as the opportunity to take on new responsibilities.

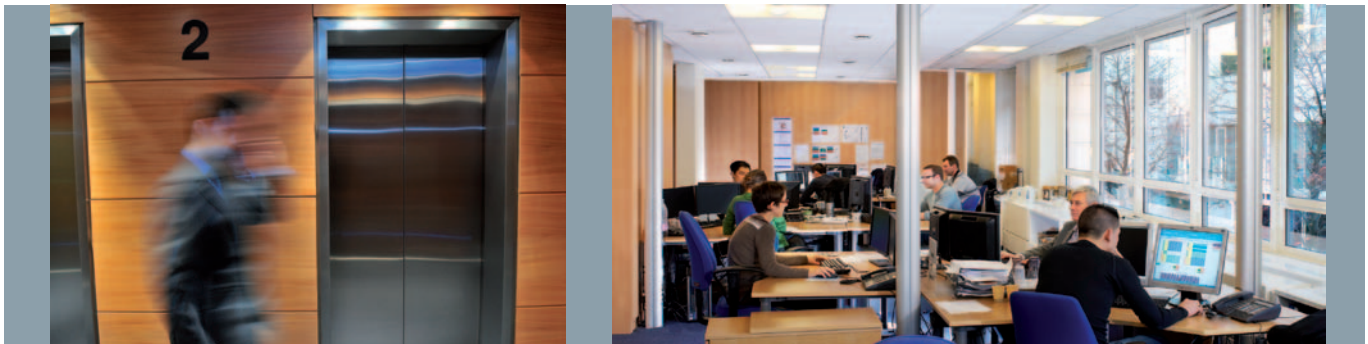
The Group has been carrying out an active HR policy based on training and in-house mobility and considers professional advancement to be a lever for the motivation and success of its employees.

A customer-oriented strategy for company growth

From the outset, Cegedim's success has been supported by its constant concern for customer satisfaction, leading it to provide innovative services and products that meet their expectations and anticipate their future needs. This emphasis on innovation, quality and investment in their future business is at the very heart of the Group's growth strategy.



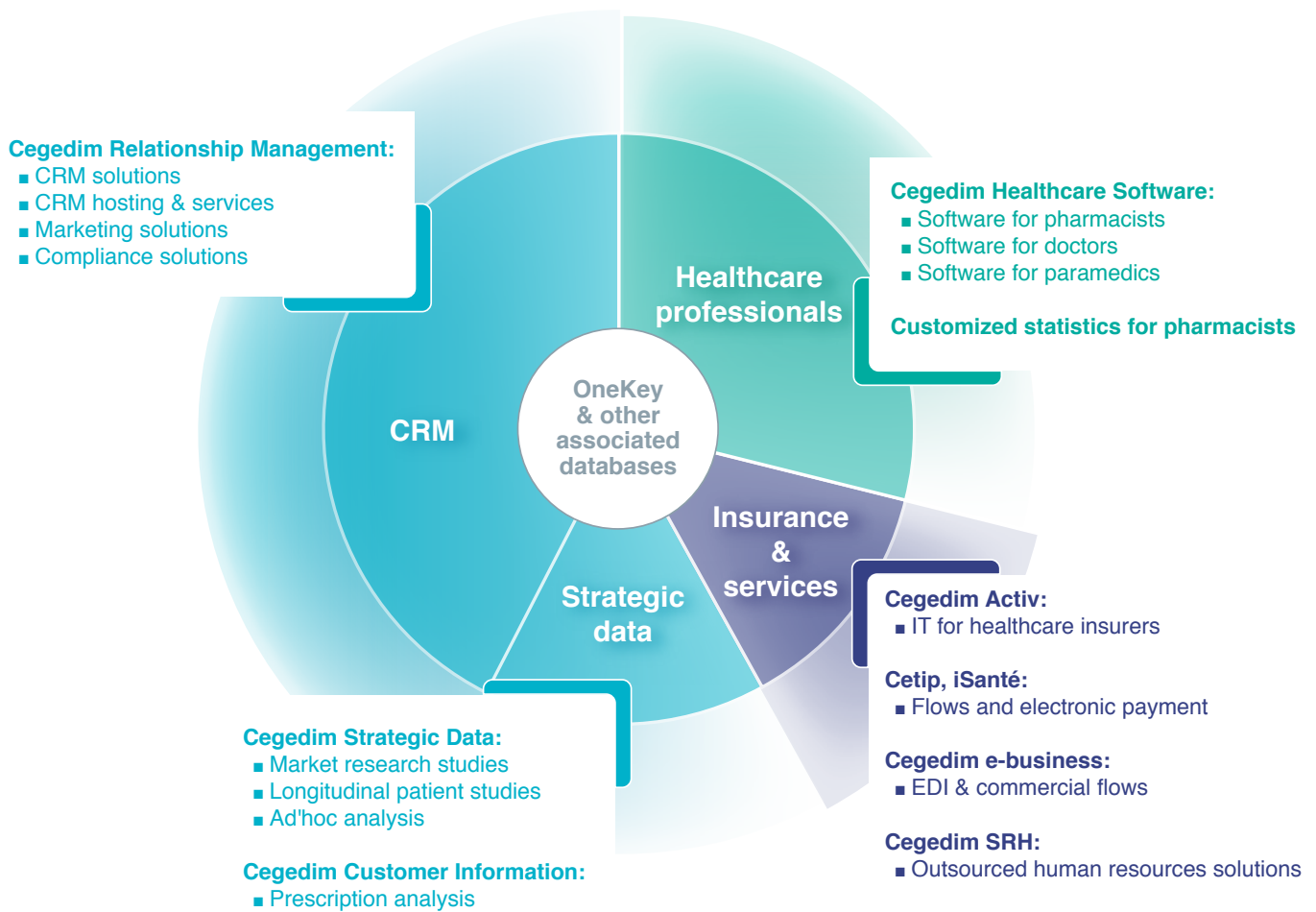
Headcount evolution



A strategy focused on healthcare activities

Cegedim's skills are divided into three sectors:

- CRM and strategic data
- Healthcare professionals
- Insurance and services



CRM and strategic data

CRM for the life sciences industry

- Cegedim Relationship Management
- Mobile Intelligence - TEAMS*
- Target - Trends*

Business Intelligence

- Reportive

Market research studies

- Cegedim Strategic Data

Sales force optimization

- Itops

Sales statistics for pharmaceutical products

- Cegedim sales statistics
- Cegers
- InfoSanté

Medical prescription analysis

- Cegedim Customer Information
- Icomed - PharmExact - DocScan - Physician Connect*

Corporate databases and associated services

- Cegedim Communication Directe

Printing and package inserts

- Pharmapost

Medical sample management

- Pharmastock
- 3S -Tracere*

OneKey & other associated databases

Insurance and services

Insurance, electronic payment and health

- IT for healthcare insurers
- Cegedim Activ

Flows and electronic payment

- Cetip
- iSanté

Cegedim e-business

- Cegedim EDI
- Hospitalis
- Qualitrans-Telepharma

Other services

- Outsourced payroll and human resources management
- Cegedim SRH

Hosting, services and Internet

- Cegedim hosting
- Cegedim Prestation Conseil Outsourcing

Healthcare professionals

Cegedim Healthcare Software

Software for pharmacists

- Alliadis
- Cegedim Rx
- Next Software

Software for doctors and healthcare networks - France

- Cegedim Logiciels Médicaux
- AGDF Cegedim RS

International

- In Practice Systems
- HDMP
- Millennium
- Stacks

Software for paramedics

- RM Ingénierie

Medication database

- Banque Claude Bernard - RESIP

Customized statistics for pharmacists

- Santestat

Intranet and healthcare portal

- Santesurf

Professional databases

- Rosenwald

Promotional information

- RNP
- MedExact

Medical financial leasing

- Cegelease

CRM and strategic data

- **Clients:**
Pharmaceutical companies
- **Market share:**
World leader in CRM for the life sciences industry with more than 200,000 users
- **International presence:**
 - *over 80 countries*
 - *over 70% of revenue is generated outside of France*

The CRM and strategic data sector brings together Cegedim Group's services intended for pharmaceutical companies, with the main objective of offering their marketing and sales divisions a better understanding of where drugs are sold, who prescribes them and why.

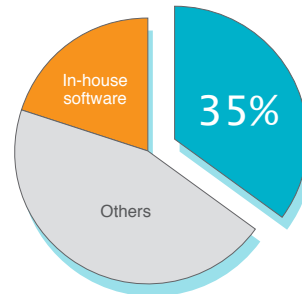
Cegedim develops exclusive databases that respond to these problems, along with the most efficient information tools allowing pharmaceutical companies to optimize their CRM (Customer Relationship Management) approaches. They are thus provided with the best chances of success in persuading prescribing doctors.

Cegedim's solutions combine performance and compliance with the Public Health Code and the personal data protection regulations in force in all the countries concerned.

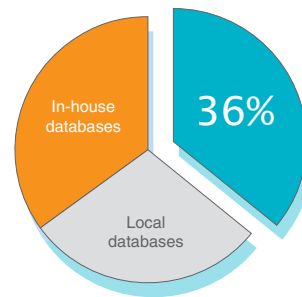
In particular, Cegedim offers:

- tools for optimizing information resources, sales and marketing investments,
- reporting and analysis tools for sales forces,
- databases and tools that provide better knowledge of prescribers,
- strategic marketing, operational marketing and competition monitoring tools and studies,
- performance measurement tools and promotional spending auditing tools,
- business intelligence solutions.

Cegedim market share on its core business



Pharmaceutical CRM



Databases for healthcare professionals

CRM for the life sciences industry

Cegedim Relationship Management (new name of Cegedim Dendrite)

With 200,000 medical representatives in more than 80 countries, Cegedim is the leader in Customer Relationship Management (CRM) for the pharmaceutical industry.

By relying on its OneKey database, the world's reference for pharmaceutical professionals, Cegedim Relationship Management offers a complete portfolio of high value-added CRM solutions in the fields of sales, marketing and compliance studies.

Its product line, specifically dedicated to the various medical information businesses, aims at providing its customers with the most suitable tools to address the complex issues of these businesses. Cegedim Relationship Management's solutions are designed to measure and optimize the efficiency of various medical promotional media in an industry that is constantly changing.

In addition, Cegedim Relationship Management has the only offering on the market built for the pharmaceutical industry's new models and capable of providing customer relation management tools that address the issues of Market Access and relational networks specific to life science businesses.

> OneKey

The *OneKey* worldwide database is the focal point of the Cegedim Group's activities. It now includes more than 6 million healthcare professionals and should soon exceed 8 million with the success of the operations initiated in 2009, particularly in China, and the recent acquisition of American company SK&A.

More than 650 collaborators in each country are connected via the Group's IT network and enrich, validate and monitor the database on a daily basis in accordance with ISO 9001 certified procedures. These very experienced collaborators, with in-depth knowledge of local healthcare problems, carry out more than 7 million updates every year.

Used by medical reps and major healthcare players, the *OneKey* database allows users to obtain accurate medical information for each category of healthcare professional as well as various means of contacting them: business addresses, telephone numbers, email, etc.

Each year, 10% of the contact information for healthcare professionals based in cities changes, and the rate goes up to almost 30% for those who are hospital-based. In this context, supplying medical reps with real-time up-to-date information is a high added value that allows them to optimize their time as well as the quality of their visits.

Around this essential information, Cegedim Relationship Management offers specific services that improve knowledge of the environment, needs, influences and habits of healthcare professionals. Cegedim Relationship Management integrates in its databases an exact representation of the organization of healthcare systems in use in each country, including hierarchical and influential links at institutional and individual levels.

> OneKey Market Access

The *Market Access powered by OneKey* offering enables to go beyond the traditional physician. Indeed, various stakeholders such as health technology assessment bodies, patient advocacy groups, and media... have a key role in optimizing the business model of the life sciences industry.

The *Market Access powered by OneKey* solution brings a complete and accurate vision of customer universe.

> A complete line of pharmaceutical CRM software and services

With a regulatory framework that is constantly changing and an environment in which economic pressures are increasingly tense, now more than ever, players in the pharmaceutical industry need marketing and sales tools that allows them to improve their efficiency.

In order to help them respond to these challenges, Cegedim Relationship Management offers a complete line of CRM products and services:

- a line of software packages adapted to the needs of large medical rep networks and complex environments,
- installation and support services adapted to the local context,
- business intelligence services,
- hosting services.

Cegedim Relationship Management's top priority is the satisfaction of its customers, whether they are local, regional or worldwide players. For this reason, dedicated and highly-qualified resources are allocated for each product, service and client, with the best level of service in the industry for each country.

> A line of software available on a regional or global scale

Availability	Solutions
Global offering	Mobile Intelligence
Asia-Pacific	Mobile Intelligence
North and South America	Mobile Intelligence
	Compliance solutions
	Integrated sales & marketing solutions
	Target (available on PDA Personal Digital Assistant)
Europe	Mobile Intelligence (also available in SaaS Software as a Service model)
	TEAMS (ASP model)
	Trends (for specific markets, PDA and Web)

These solutions integrate in-depth knowledge of the pharmaceutical industry and its specificities, in particular, the importance of face-to-face contact and the emergence of new promotional channels. With *OneKey*, all interactions with healthcare professionals are coordinated and optimized.

> A global presence

Cegedim Relationship Management responds to the regional and global needs and issues of pharmaceutical companies with:

- Hosting centers and skills centers throughout the world (Auckland, Bangalore, Cairo, Chesapeake, Mexico, Osaka, Paris, Toulouse, Warsaw).
- The largest, most robust R&D and support structure dedicated to pharmaceutical CRM (connecting more than 900 people) with the capacity to extend and maximize customer investments.

Cegedim Relationship Management is continually innovating as shown by the recent launch of compliance solutions. In the aim of ensuring the best quality of information in compliance with the various federal and national laws in effect, these solutions, intended for life sciences companies, have been very successful, particularly in the United States, and will undergo further development on an international scale in the wake of the proliferation of counterfeit pharmaceutical products.

> Thinking globally, acting locally

The company's strong commitment to its customers extends to product development - not only getting involved in the development process, but also helping to establish the company's product strategy and roadmap.

Cegedim Relationship Management's principal strength is the ability to think globally and act locally by putting solutions in place that are adapted to the structure, issues and legislation specific to each market.

Business Intelligence

Reportive

Reportive publishes an innovative solution for rapid development of reporting, analytical, and Sales Force Effectiveness applications.

Its *Reportive* platform enables business experts to develop their own applications by using a component library and creating

their own composite objects in a "Plug and Play" environment, generating significant productivity gains thanks to a low TCO (total cost of ownership) and quick implementation.

Today, Reportive is a significant player on the decision computerization software publishing market, with more than 130 customers, including 16 of the world's 20 largest pharmaceutical companies.

Reportive addresses user analysis and reporting needs in all areas of business: marketing, sales, financial, management control and human resources.

The new *Reportive V9* platform launched in the first quarter of 2010 brings a new dimension to interactive data analysis with *Reportive Analyzer*, a complementary offering.

Market research studies

Cegedim Strategic Data

Cegedim Strategic Data (CSD) is one of the leading market research company dedicated to the pharmaceutical industry. With over 35 years experience in this industry, CSD offers a comprehensive range of market research services by integrating its numerous data sources (primary market research, promotional data, patient data, communication tracking, clinical research).

This information is collected from general practitioners, specialists (office and hospital based), pharmacists and patients. CSD is present worldwide and has over 50 global and 500 local pharmaceutical companies among its clients.

Its international expertise enables it to provide its clients with comparable analyses between different countries.

CSD owns both the *INES*® software (a tool originally developed for the management of clinical studies) and *CSD Advance* (Powered by Reportive - Business Intelligence tool), it also benefits from the *OneKey* physicians database.

CSD manages every stage of its research in-house, from the collection of raw data, processing, analyses, interpretation to the presentation of the completed studies to its clients.

> Promotion

Each year more than 200,000 healthcare professionals worldwide participate in CSD's panels. The data collected concerning the promotional investment of pharmaceutical companies is updated on a monthly or quarterly basis. This data makes it possible to track the pharmaceutical industry's marketing and promotional activities: marketing mix analysis (detailing, advertising, samples, direct mailings, meetings, clinical trials, Internet and DTC, etc.), the investment trends

concerning different targets (general practitioners, specialists and pharmacists), the impact of medical rep visits, the effectiveness of sales forces and competitive intelligence. For data reporting, CSD now offers its clients *CSD Advance*, a highly adaptable tool that provides easy-to-use custom reports.

> Patient

CSD has two sources for patient and prescription information ensuring complete coverage of the patients' choice of treatment:

- CSD has 10 longitudinal patient databases with anonymised observational data.
- CSD also has a panel of specialists (Patient Diary Study) that ensures constant monitoring of a given market. This offer was recently reinforced with hospital data following the acquisition of the UK Company HMSL.

The patient data collected offers a wide range of studies: market trends, product performance tracking particularly during the launch phase, monitoring of patient cohorts, changes in prescribing behaviour concerning a particular therapeutic class, product etc.

> Medical Research

CSD's offer includes CRO (Contract Research Organisation) activities.

With its patient management software installed in doctor's offices and its web-based data collection tool (*INES*®), it is possible for CSD to respond to any pharmaceutical company's medical research needs such as clinical trials, epidemiological studies or observational studies.

In particular, CSD develops post-marketing authorization or worldwide studies to examine and control the effects of products under conditions of actual use.

> Communication

The communication range provides pharmaceutical companies with an in-depth view of market communications. It measures sales force performance, evaluates message recall and analyses the impact of their communication on prescribing behaviour. These reports are adapted to the specific needs of each client, and deal with product communication, its evolution over time, allowing for strategic adjustments and communication strategies if necessary.

> Primary Market Research

CSD offers a wide range of primary market research studies both qualitative and quantitative, in order to provide customized strategic recommendations to its clients. With valuable international experience, CSD conducted in 2009 over 800 international and local studies (recall tests, prescribing behaviour, analyses of rep visits, brand equity, advertising overview, etc.).

With its various sources of data, CSD has developed an integrated offer that provides an in-depth view of a specific market or product.

Sales force optimization

Itops

Itops offers its customers to assist them in reorganizing their promotional networks. Its expertise lies mainly in the following areas:

- the strategic analysis of market issues and the definition of a promotional plan (marketing plan, segmentation, targeting),
- the size and structure of the target sales force, definition of an action plan per network, challenging the positioning of products in a portfolio,
- sectorization of sales forces by optimizing human criteria (distance from the delegate, the sector size), trades (customer retention, new knowledge of the sector) and environmental (road density, consistency between the medical sectors created),
- support the implementation of the new structure, the allocation of visitors, the challenge and the definition of bonus plans, customized reporting tools, managing change.

The *Itops Navi* software provides Itops customers with a tool specifically offering a geographical overview that also features physician geocodes and allows reps, regional managers, sales managers and general managers to conduct a monthly performance analysis of their territory in terms of sales, business and any other cost indicator associated with an individual (physician, pharmacists, etc.) or a geographical zone in France and in Europe (Geographic Analysis Units, sector, region).

Sales statistics for pharmaceutical products

Cegedim, sales statistics

This department manages the French pharmaceutical products database (CIP codes file) on behalf of the pharma industry CIP (Club Inter Pharmaceutique) association. It processes and establishes sales statistics for all the pharmaceutical products by geographic analysis units (Unités Géographiques d'Analyse or UGA) on behalf of the GERS (economic interest group made up of the pharmaceutical companies operating in France) using data collected from wholesale distributors and pharmaceutical companies.

Since 1999, these statistics have been available online on a weekly basis. The most recent geographical segmentation (746 geographic units divided into 4,612 Sales Points Aggregates or APV each containing 3 to 8 pharmacies), which is much more homogeneous in terms of activity volume, allows pharmaceutical companies to develop true micro-marketing strategies.

France is one of the few countries in the world in which the industry has joined forces to produce its own statistics and the system has become a benchmark notably for public health authorities.

Cegers

Cegers is a subsidiary owned 50% by Cegedim SA and 50% by GERS. It develops "customized" studies for pharmaceutical companies and service providers based on sales data from a range of different sources (GERS, IMS, Nielsen, IRI).

Cegers also oversees the objectives of pharmaceutical companies (calculation and monitoring of targets, rankings, bonus calculation).

These customized studies are sent on a monthly or weekly basis to the pharmaceutical companies' sales forces via various media:

- *Click-Pharma*: micro software that retrieves trend charts and pre-formatted graphs,
- *Click-Pocket*: palm or pocket PC software whose philosophy is identical to Click-Pharma,
- *TEAMS Vision*: EIS (Executive Information System) integrated in the *TEAMS* package.

InfoSanté

With its InfoSanté subsidiaries in Romania and Tunisia, the Cegedim Group provides sales statistics on pharmaceutical products significantly different from those offered by competitors. In both countries, InfoSanté is now the market leader in regional and national sales data, and offers a full range of products and services for the pharmacy and hospital segments.

Medical prescription analysis

Cegedim Customer Information

Cegedim Customer Information provides pharmaceutical companies defined nominative information on healthcare professionals. Relying on its *OneKey* database, the worldwide database reference for healthcare professionals, Cegedim Customer Information offers its customers four main types of studies:

> *Icomed (Medimed in Germany)*

Icomed measures physicians' preferential attachment to the products that they prescribe while evaluating the size and profile of their patients. More than half of all French doctors in 19 branches of medicine inform Icomed of their prescribing habits each year.

This personal prescribing data allows pharmaceutical companies to:

- define physician profiles and adapt information strategies,
- measure the effectiveness of their information,
- perform general interest studies on the markets in which they are present or that they wish to develop.

For certain fields of therapy (cardiology, rheumatology, and dermatology) multi-country studies are performed based on the same questionnaire making it possible to consolidate and compare information.

> *PharmExact*

The *PharmExact* line offers the pharmaceutical industry studies on the delivery of drugs or OTC medications, as well as customer loyalty promotion and information communication tools for pharmacists computerized by Alliadis.

With its Net-enquête panel of 600 representative pharmacies, *PharmExact* produces ad'hoc studies on prescribing and drug delivery. These surveys provide information on medical prescriptions, the attitude of the pharmacy team and may even offer patient opinion.

> DocScan

DocScan, more specifically, provides information on the physicians' therapeutic behaviors as well as their promotional preferences. *DocScan* studies can also be carried out in response to a company's specific needs. *DocScan* is available in all European countries and in Australia.

> Physician Connect

Physician Connect evaluates the existing ties among opinion leaders (KOL: Key Opinion Leaders) and prescribers, and makes it possible to identify local networks of influence among physicians treating a specific pathology at the local, regional or national level, for therapeutic management and continuing education purposes. *Physician Connect* is available in some thirty countries.

For certain pathologies (rheumatology in 2008, oncology in 2009), multi-country studies are carried out in Europe, Canada and the United States.

Corporate databases and associated services

Cegedim Communication Directe (CCD)

Specializing in professional databases and promotional tools throughout the world and backed by its expertise in these areas, Cegedim has developed a specific department for its French activities in the field of direct marketing, Cegedim Communication Directe (CCD), which offers:

> Specific databases

- Business & Management: 278,912 companies, classified by revenue, with telephone and fax numbers. More than 500,000 skilled functions.
- 3,193,314 corporate headquarters with details of the main executive, telephone and fax.
- INSEE: 5,253,131 establishments (comprehensive directory of companies).
- Businesses: professional occupations, administrations, elected officials.

> Data processing

- Database audit, normalization, restructuring, clearing
- Merge and purge, reconciliation, data consolidation
- Sirénage (reconciliation with the SIRENE database)
- Data cleaning and enrichment
- "Client data" maintenance using updates specific to CCD
- Analysis of data and client profiles, segmentation, marketing scores

> Online services

- *DataDistri*: online counter/extractor that independently feeds postal mailing, telemarketing and faxing campaigns with a history of targeting strategies.
- *SirWeb*: allowing access to the INSEE's SIRENE repository, enriched with Cegedim information, for the identification and qualification of data contained in client CRM.
- *GlobalDataControl*: providing open access for the triggering of automatic data enrichment and reliability processes.

To offer all of these services, CCD relies on programs and tools, a number of which are unique in France, such as the "Source" database logging all establishment transfers and changes of domicile since 1993.

> Products and services dedicated to Press and Web publishers

Cegedim Communication Directe provides a set of solutions to print and digital news publishers to optimize their customers' knowledge:

- *SIGA* meets the requirements of press publishers in the fields of subscription management, direct marketing, circulation, and business intelligence.
- *OneKey Web Authentication* is a Web service designed specifically for publishers of professional content sites requiring strict validation of access. *OneKey Web Authentication* can construct very precise visitor profiles by relying on the Group's business reference systems.

✂ Printing and package inserts

Pharmapost

Pharmapost, an ISO 9001 certified company, is a mass production printing company that specializes in fine paper printing and finishing. In 2009 it produced 400 million flat, folded or single, double or triple roll pharmaceutical inserts thus placing it among the leading French producers.

Pharmapost also prints sales brochures, annual reports, and any type of promotional materials.

✂ Medical sample management

Pharmastock

Pharmastock is a pharmaceutical dealer specializing in the management and shipment:

- samples to physicians,
- documentations to medical representatives.

To comply with traceability and sample distribution requirements facing pharmaceutical companies. Pharmastock, backed by the Cegecim Group's knowledge of healthcare professional file management, offers the following:

- *Tracere*, designed to respond to the sample management needs of medical representatives and doctors,
- *3S*, for the processing of sample requests submitted by healthcare professionals.



Healthcare professionals

- **Clients:**
General practitioners, specialists, paramedics and pharmacists
- **Market share:**
 - over 119,000 healthcare professionals
 - over 16,000 pharmacies
- **International presence:**
Belgium, Chile, Italy, United Kingdom, Spain, Tunisia, United-States

Working alongside healthcare professionals for many years, Cegedim has positioned itself as a leading European publisher of medical and paramedical management software.

As such, the Group works with paramedical professionals, pharmacists, general practitioners, and specialists on a daily basis, whether they work independently or in group practices, in healthcare centers, or healthcare networks.

Cegedim's software meet the needs of professionals and the latest technical and regulatory requirements. It is an important vector for transferring scientific, medical, and promotional information between healthcare professionals at the place of practice.

Cegedim Healthcare Software (CHS)

Created in 2009 in order to coordinate and consolidate all activities pertaining to software solutions for healthcare professionals, the Business Unit Cegedim Healthcare Software (CHS) has more than 119,000 healthcare professionals and 16,000 pharmaceutical professionals using its solutions in eight countries (France, United Kingdom, Spain, Italy, Belgium, Tunisia, Chile, United-States). This new division reflects the Group's intentions of structuring its products and services and reinforcing the synergies between its business activities in order to take advantage of new growth prospects.

Cegedim Healthcare Software has recently reached the US market for the computerization of healthcare professionals, with the acquisition of Pulse Systems, Inc., in a very critical time for Electronic Health Records (EHR) and Practice Management (PM) software market.

Cegedim Healthcare Software is organized around four areas:

- pharmacist software (Alliadis, Cegedim Rx, Next Software)
- medical software and healthcare network (CLM, AGDF Cegedim RS, Stacks, HDMP, INPS, Millennium, Pulse)
- paramedical software (RM Ingénierie)
- medication database (Resip / Banque Claude Bernard)

Software for pharmacists

Alliadis

Specialized in pharmacy computerization, the Alliadis group (Alliance-Software, Alliadis, Data Conseil and Servilog) has been providing support to pharmacists since that sector began to be computerized more than 20 years ago.

It develops and markets comprehensive, integrated software solutions, including the supply of suitable IT equipment.

Alliadis is at the forefront of the latest technological innovations, and is meeting its customers' occupational needs with high value-added and continuously updated solutions. The new regulatory challenges such as the Pharmaceutical File, the development of the SESAM-Vitale environment, substitution objectives, product traceability and coding and over-the-counter drugs, all require the development of IT tools in the short or medium term.

A seasoned observer of new developments in the pharmaceutical industry, the Alliadis group has succeeded in adapting to economic challenges by offering customized solutions to the different market players:

- Independent pharmacists who nevertheless require, for example, *PharmADSL* solutions.
- Pharmacies with a private healthcare agreement, the core of the *Premium* solution's targeting strategy.
- Pharmacies organized in SELs (independent professional companies), with different products that allow colleagues to network.
- Pharmacist groups for whom, to date, the Alliadis solutions are the most popular, and even the only solution of some. Some partnerships allow members to use exclusive IT tools adapted to the specific operational characteristics of their group.
- Pharmaceutical companies, via a dedicated solution.

Since 50% of drug flows are managed through its software applications, the Alliadis group is the preferred partner of the leading pharmaceutical companies for implementing information and promotional systems designed for pharmacists.

With the arrival of over-the-counter drugs, selling area profitability is becoming highly strategic. To assist its clients in the wake of this change in the pharmaceutical industry, in 2008, the Alliadis group formed a sales network called *NTPHarm* aimed at increasing selling area value and security.

In 2009, the Alliadis group continued its growth strategy:

- through its acquisition of PGI, reinforcing its positions in the Brittany region. This structure also offers a specific response to large pharmacy groups through “open”, extremely communicative technology.
- by supporting pharmacists in the diversification of their functions, such as medical equipment leasing and nursing home management. To do this, the group integrates or develops specific solutions interfaced with its business software.

In France, 450 employees, 30 skills centers and 2 hot-lines deployed throughout the entire territory provide daily local service whose quality is unanimously recognized by clients. With 9,380 clients, the Alliadis group holds 41% of pharmaceuticals IT market in France.

Cegedim Rx

Cegedim Rx is the leading supplier of software solutions and computer services in United Kingdom with over 50% of the pharmacy market which incorporates in excess of 12,200 pharmacies.

Its product line includes Nexphase and Pharmacy Manager PMR systems which process over 180 million prescriptions every year. Cegedim Rx was awarded ISO accreditation 9001, 2000 and 27001 and now employs over 160 staff who are based in two main sites in the UK. The majority of leading pharmacy multiples such as Asda, Boots, Tesco, Morrisons and Superdrug use one of Cegedim Rx's solutions.

Cegedim Rx is heavily involved in the development and provision of Electronic prescriptions and electronic minor ailment software in the UK and also provided its customers with the government sponsored broadband communications within pharmacies as well as providing its own Message Handling service which will eventually handle upwards of 60% of the English prescriptions managed by its own Network Operating Centre.

Cegedim Rx also offers products for:

- hardware distribution and engineering,
- support and training for users,
- the sale of consumables.

Next Software

Next Software is a company specialized in publishing and distributing solutions for healthcare professionals in Tunisia. A leader in pharmacy computerization with 40% market share, Next Software is the sole player present in Tunisia.

Already heavily involved in IT support for reimbursement systems installed by the healthcare authorities, Next Software will quickly benefit from the experience of the Group's other “pharmaceutical” publishers, enhancing its offering in therapeutic banks (Banque Claude Bernard) and electronic information exchange.

Software for doctors and healthcare networks - France

Cegedim Logiciels Médicaux (CLM)

CLM offers solutions for office-based physicians, oncology institutions and healthcare centers:

- for physicians: *Crossway*, *Doc'Ware*, *Cardiolite*, *Médiclick*, *Eglantine*, *Médigest*, and *Mégabaze* software offer simple and efficient management of patient records.
- for oncology institutions: *Oncobaze* software offers comprehensive management of the workflow for chemotherapy treatments and their complete traceability.
- for healthcare centers: *Crossway* software offers medical center management (coupled with a management solution for direct payment).
- *Secure Medical Mail*[®] and *Resip FSE* software programs, used alone or integrated with medical software, respectively allow medical information to be shared through secure e-mail and CPS authentication and electronic care sheets to be prepared in compliance with the latest regulations in force.

The use of international interoperability standards in the healthcare software programs of the *LC2009* line was strengthened in 2009, particularly in their interactions with platforms for sharing medical information between professionals (DMP/DM-Pro). These products are currently positioned as the most successful model tools for healthcare coordination and continuity and have been completely integrated into the daily practice of healthcare professionals.

The efforts regarding interoperability made in 2009 will be continued in 2010, particularly through active participation in cross-border European projects implementing the “Patient Summary” and illustrating CLM's collaboration with the Cegedim Group's other “medical software” entities.

AGDF Cegedim RS

AGDF Cegedim RS ensures the development, deployment, and maintenance of healthcare data exchange and sharing solutions applied to healthcare networks, regional electronic healthcare platforms (ENRS), as well as the Electronic Patient File. It also hosts them under conditions compliant with the requirements of the personal healthcare data hosting order.

This offering responds to the interoperability issues of healthcare professional solutions, referring to the national interoperability framework published by ASIP Santé. It deliberately places itself in a dynamic synergy strategy through the various Cegedim Group product lines for healthcare professionals (physicians and paramedical professionals, healthcare centers) and numerous partner offerings extending to the hospital field. The success of this offering was largely demonstrated during the experimentation phases for the electronic patient file and as part of the implementation and deployment of the information system for management of the national influenza A H1N1 pandemic.

AGDF Cegedim RS's offering is particularly built upon:

- the support of all players (healthcare professionals, patients, manufacturers, healthcare information system publishers),
- respect for limitations on performance, security, robustness, and durability through the relevance and quality of the hosting system,
- user confidence through the quality and performance of support systems (telephone call services, operational maintenance).

Software for doctors - International

In Practice Systems (INPS)

INPS is strengthening its position as leader in the Primary Care sector in the United Kingdom with its *Vision* offer. The reforms undertaken by the National Health Service require different levels of interoperability between healthcare professionals, and In Practice Systems continues to develop and adapt its software solutions in order to meet these requirements for General Practitioners. The *Vision* clinical application is used by almost 10,000 doctors at more than 2,300 primary care locations in the United Kingdom.

HDMP

The second-leading player on the Electronic Patient File market for general practitioners in Belgium with the *Health One* solution, HDMP is also very active in sectors involving hospitals, industrial medicine, out-of-hours services, prevention centers, healthcare centers, etc. with more than 2,000 references.

Millennium

Based in Florence, Millennium, 49% owned by Cegedim, is Italy's leading medical software publisher, with *Millewin* installed on nearly 12,000 workstations. In 2009, Millennium strengthened its regional presence and became a principal shareholder of two other publishers, one focused on general practitioners and the other on pediatricians. Millennium now directly or indirectly equips more than 21,000 physicians, representing a market share of 37% with Italian general practitioners and 45% with pediatricians.

Stacks

The leader in physician software in Spain with more than 30,000 users, Stacks specializes in the analysis, design and development of information systems dedicated to the healthcare sector. Stacks also offers consulting and technical services for identification, adaptation and integration of solutions in order to meet the needs of healthcare professionals.

The primary market for Stacks is the Spanish public sector, which represents more than 60% of its sales. The company has its own commercial network throughout the country. It is also present in South America through its establishment in Chile.

Software for paramedics

RM Ingénierie

RM Ingénierie offers a full range of software (+4000 line, *BioRescue* rehabilitation solutions and *Bioval*) for para-medical professions: nurses, physiotherapists, speech therapists, orthoptists, chiropodists, podiatrists, midwives.

Designer, in 1984, of France's first practice management software for physiotherapists, RM Ingénierie has positioned itself as French leader in management software solutions for para-medical practices with approximately 30,000 users.

RM Ingénierie also develops innovative tools designed for physiotherapists and sports medicine customers.

These tools make it possible to analyze, measure, and rehabilitate movement.

✂ Medication database

Banque Claude Bernard – RESIP company

RESIP (Recherches et Etudes en Systèmes Informatiques Professionnels) provides healthcare professionals with a scientific database to assist them in prescribing and issuing medications: the *Banque Claude Bernard (BCB)*.

The *BCB* is the first drug database accredited late September 2008 by the French national health authority, Haute Autorité de Santé (HAS), in the context of the certification of prescription assistance software.

The *BCB* is integrated into the pharmacy management software marketed by the Alliadis network (*Alliance+*, *Premium* and *Servilog* software), representing more than 9,000 subscribing pharmacies. The *BCB* is also represented in software programs for doctors: more than 12,500 medical practices are now equipped.

It will be gradually present on all computerized physicians' workstations owned by the Cegedim Group in France and is also distributed by other medical software publishers.

As the lead player in the Web market, the *BCB* is integrated into healthcare sites and portals. The *BCB's* technology makes it easy for hospitals to incorporate the database into their Intranet systems for consultation (already more than 1,200 institutions are using it).

APIs (Application Program Interface) also make it possible to interface with the hospital management software. Almost 150 hospitals have integrated the *BCB* into their prescription or dispensation software.

✂ Customized statistics for pharmacists

Santestat

Using sales data collected from a panel of pharmacies, Santestat has compiled a statistics database that is continuously enriched.

Thanks to Santestat, pharmacists and their groups have the tools necessary to optimize the management of their agencies, the monitoring of their pricing policies and the vision of their purchasing market.

At the same time, these statistics enhance studies offered by GERS by providing pharmaceutical companies with the data necessary to better understand drug distribution channels.

✂ Intranet and healthcare portal

Santesurf

Santesurf is France's secured IT portal dedicated to healthcare professionals. Doctors equipped with Cegedim systems or other solutions can transmit electronic care sheets (FSE) to primary health insurance providers.

They also benefit from specialized services (e-mail boxes, company mail boxes) and Internet access. Santesurf is the only free and secure French Intranet exclusively for healthcare professionals (doctors, pharmacists).

- 31,000 subscribers use Santesurf.com every day and 9,000 transmit electronic care sheets, making Santesurf the leading private French data concentrator with a market share of close to 17%.
- Santesurf, as a private operator, has become the benchmark data exchange platform for healthcare professionals and medical sales reps.
- Santesurf also serves as a hub for the majority of information flows managed by Cegedim.

✂ Professional databases

Rosenwald

Rosenwald, specialized in publishing directories of healthcare professionals, offers three directories, the physicians' directory (including notably a geographic listing of private and hospital practitioners by specialty), the pharmacists' directory (which lists retail and hospital pharmacists) and the hospital directory (providing helpful information on more than 9,700 public and private hospitals).

These directories are available in hard copy (except the pharmacists' directory) or may be consulted on line at: www.rosenwald.com.

A new drug guide has been published since 2008 a Drug Guide (le Guide des Médicaments) in collaboration with RESIP that presents more than 3,500 monographs from the Claude Bernard drugs database.

With its Mail Group business, the French leader in medical bus mailings, Rosenwald allows advertisers to share the costs of their mailing operations and has confirmed its role as provider of promotional tools dedicated to healthcare professionals.

Promotional information

Réseau National de Promotion (RNP)

RNP (Réseau National de Promotion) is the French benchmark for POS (Point Of Sale) advertising in the pharmaceutical and para-pharmaceutical industry. RNP promoters and merchandisers provide pharmaceutical companies with privileged access to 20,000 pharmacies in France every three weeks.

Services include:

- Window dressing,
- Implementing in-store promotional materials (shelving, counters),
- Conduct surveys.

Equipped with PDAs, they transmit their activity and supporting digital photos in real time.

Pharmaceutical companies can monitor their campaigns online.

Today, equipped with cutting-edge equipment, RNP offers new window and event concepts to pharmaceutical companies while continuing to offer customized services to pharmacists. RNP is the necessary relay between pharmaceutical companies and pharmacists.

MedExact

MedExact works in synergy with Cegedim Group companies involved in promotion, with the exception of medical reps promotion.

The *ScreenPub* offer concerns doctors equipped with Cegedim Logiciels Médicaux software interconnected to the Cegedim server. It allows the information exchanges and the downloading and circulation of advertising campaigns directly onto screensavers.

Medical financial leasing

Cegelease

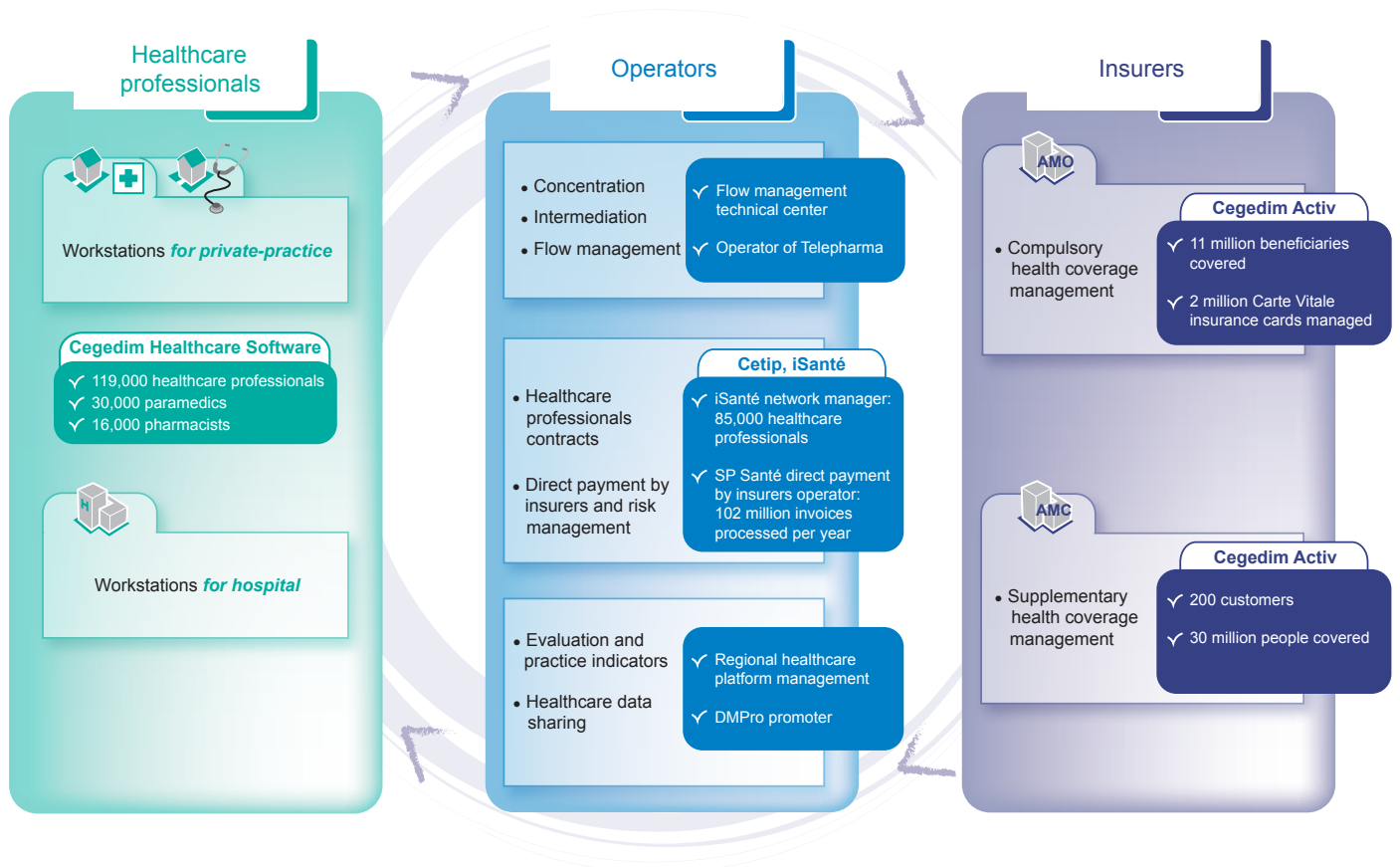
Cegelease, with its *Cofidata*, *Pharmalease*, *Pharmaloc* and *Médilease* brands, is a financial leasing company that offers financing options to retail pharmacies and healthcare professionals.

Insurance and services

Leveraging on its skills in software publishing and in processing complex information, the Cegedim Group brings together offers in the Insurance and services sector for major healthcare

insurance players and technological expertise for its partners and clients in all sectors.

Insurance, electronic payment and health



The Insurance, electronic payment and health division includes all of the Group's products and services for insurers, mutual and contingency companies through its subsidiaries Cegedim Activ, Cetip and iSanté for electronic payment.

This division regroups synergies along the entire exchange chain ranging from the healthcare professional to the private health insurers.

IT for healthcare insurers

Cegedim Activ

With 30 million policyholders in France managed with its solutions, Cegedim Activ is now the leader of software and services dedicated to personal insurance (supplementary health schemes, mandatory health plans, contingency plans, life insurance and retirement). Its products are intended for all market operators: insurance companies, mutual healthcare companies, provident institutions and brokers.

With its expertise in personal insurance, Cegedim Activ works closely with its customers to create innovative offers and help them optimize the profitability of their business. To accomplish this, Cegedim Activ has a unique combination of expertise: the expertise of its employees, the availability of technologies and an offer of consulting, integration, facilities management and healthcare flow management services with 250 million EDI flows per year (Noemie, direct payment by insurers and SESAM-Vitale 1.40).

In 2009, Cegedim Activ made several large projects a reality:

- Creation of a new local branch in Nantes, following the signing of an original partnership with the Mutualist Ressources Mutuelles EIG, to resume its “information system management” activities. In particular, this partnership allows Cegedim Activ to speed up its development in western France and have a branch that is already operational with around forty employees.
- Following the acquisition of the *Miriam* software in late 2008 and the integration of the corresponding customer portfolio into its business, 2009 saw the success of the porting operations of the Java platform on Unix/Oracle, as well as the achievement of a technical benchmark demonstrating the power of the *ACTIV'RO* solution and its ability to manage volumes of several million protected people.
- Several contracts for migration to the new software platform were signed, demonstrating the interest that social security managers have in it.
- Deployment of the *ACTIV'Infinite* offering, with most Large Account customers having entered the migration process. This is particularly the case with Harmonie Mutuelles, which successfully launched its first site in September 2009 as part of its major plan to converge the healthcare management of all of the group's mutual healthcare companies.

- Lastly, the *ACTIV'Premium* solution was selected by MATMUT to support the development of its new healthcare offerings as well as by the mutual healthcare companies of the APREVA Group, which successfully launched the production of this solution for the entire group in late 2009.

Flows and electronic payment

Cetip

Cetip, an operator with the Association Santé-Pharma since 1991, is the leader in the management of direct payment by insurers. In 2009, Cetip's flow receipt and management platform processed more than 102 million invoices for direct payment by insurers, 98% of which were transmitted electronically, with the highest rate of secure 1.40 electronic claim submissions (Demandes de Remboursement Electroniques or DRE) on the market.

Cetip handles all regulatory and technical changes related to direct payment by insurers for its customers (SESAM-Vitale 1.40 standard, Common Classification of Medical Acts, electronic claim submissions (DRE), care initiative management, etc.). Cetip's information system was produced in cooperation with Cegedim Activ.

More than 222 Supplemental Health Insurance agencies, close to 80,000 healthcare professionals and 12 million beneficiaries through SP Santé have placed their trust in Cetip for more than 18 years.

At present, direct payment by insurers has been extended to all healthcare professions. Cetip works in partnership with the French Federation of Insurance Companies and with APRIAR SA for delegated project management.

In 2009, Cetip contributed to the success of a major experiment: the receipt, encryption and transmission of made anonymous prescription data as part of the Babusiaux experiment - Inédit Santé AXA France.

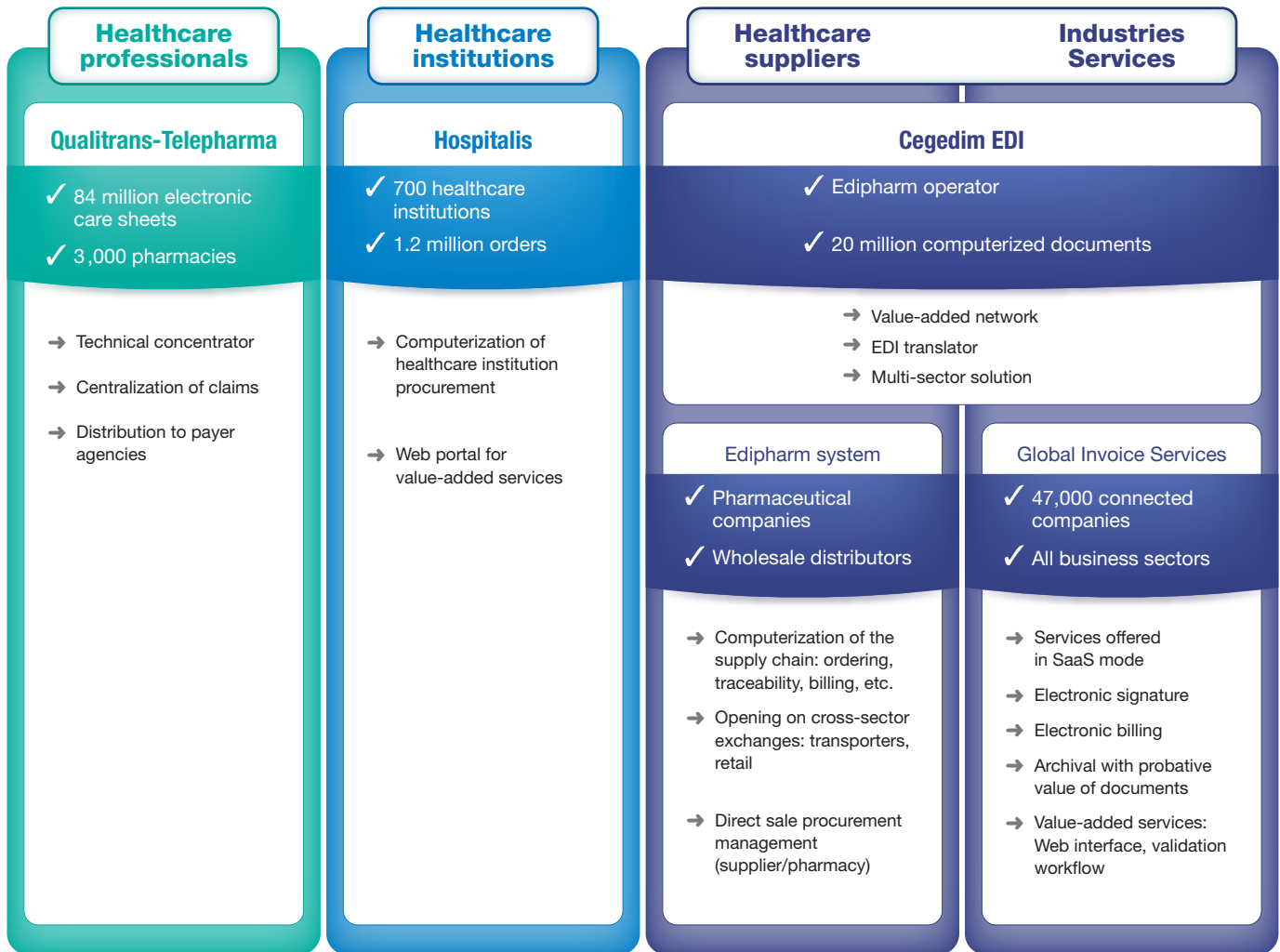
Cetip also participated in the acknowledgment of data from the DUO supplementary card and the dissemination of card suspension requests to partners involved in the experiment. One of the project's benefits involves the accelerated management of payments to healthcare professionals. In addition, the SESAM-Vitale EIG made the decision in 2009 to make the DUO card system widely available. Cetip also automated the processing of optical insurance acceptance requests for SP Santé.

iSanté

iSanté is an operator of direct payment by insurers, geared primarily towards mutual healthcare companies, which has a complete line over the entire processing chain (from healthcare professional agreements to the liquidation of invoices as well as real-time processing of insurance acceptance requests).

The subsidiary aims to develop new services in relation with the healthcare offering: health risk management (preventive health programs, dedicated networks of healthcare professionals, etc.), new methods for verifying the rights of the insured, and processing of personal healthcare data. Its customers represent more than 5 million beneficiaries. iSanté manages agreements for 85,000 healthcare professionals and handles 200,000 telephone calls annually.

Cegedim e-business



Cegedim EDI

Dedicated to Electronic Data Interchange (EDI), the Cegedim EDI department offers electronic management of all documents circulating between the companies.

Born of a partnership with GIE Edipharm in 1991, which enabled the creation of an EDI system between wholesale distributors and pharmaceutical companies, this activity quickly spread to medical laboratories and the animal health sector before reaching the industry, distribution and services sectors as the offer was adapted to meet the needs of these new markets. Backed by its experience, Cegedim EDI is now able to offer its customers an industrial solution for electronic exchanges that adapts to their specific requirements and integrates the constraints of their particular trade that rely on the strength of the Cegedim Group's IT infrastructure.

As such, the *Edipharm* solution, operated by Cegedim EDI:

- Meets drug traceability requirements (batch number, expiration date) by triggering a shipping notice message.
- Optimizes supply management through the development of Collaborative Managed Inventory messages (Gestion Partagée des Approvisionnements or GPA).
- Integrates the new direct order service for pharmacies through the Pharma-ML standard.

In addition, Cegedim EDI offers *Global Invoice Services (GIS)*, the most comprehensive European SaaS mode computerized invoice platform, allowing partners equipped with compatible systems to connect and share electronic documents with the integration of a full line of value-added services.

GIS is a rich, flexible solution offering services for processing all incoming and outgoing paper flows, structured files, or image files until they are archived with probative value.

A pioneer, having received the approval of France's General Tax Directorate in 1992 for its tax-compliant computerized invoices, Cegedim EDI has everything to support its customers in the deployment of the solution and assist them with regard to new issues surrounding computerized invoicing and sustainable development.

Hospitalis

Hospitalis is a Web portal that provides information and data exchanges between healthcare institutions and their suppliers, ensuring the global computerization of all procurements of drugs, medical equipment and laboratory reagents. The scope of what *Hospitalis* offers includes product repositories, purchase orders, orders, logistics information and invoices.

Hospitalis contributes to the traceability of exchanges by centralizing all information on its Web portal.

It also handles interoperability between the different software used by order placers, their suppliers or their service providers.

Hospitalis is interfaced with the portals of CAHPP and CACIC, two of the main principals in the private hospital sector, for which it routes purchase order data flows.

In 2009, *Hospitalis* also worked with the Cancer Research Institutes, to provide a repository of drugs, medical equipment and laboratory products and to make the appropriate infrastructure for the computerization of procurement flows available.

Hospitalis is now present in more than 600 major healthcare institutions, including 21 university hospitals, and was used to transmit more than 1.2 million orders in 2009.

Qualitrans-Telepharma

Qualitrans-Telepharma is a technical concentrator agency (Organisme Concentrateur Technique or OCT) that centralizes the claims for electronic care sheets issued by pharmacies and allocates them to the appropriate mandatory and supplementary healthcare insurers.

This is crucial when it comes to the acceptance of direct billing by healthcare professionals.

On the cutting edge of technology, Qualitrans-Telepharma is fully compatible with SESAM-Vitale 1.40 standards and, with a high level of responsiveness, can integrate legislative and regulatory changes (LOI, RPPS, etc.).

It also offers value-added services such as the monitoring of claims and payments via its Web portal.

Qualitrans-Telepharma handles over 84 million electronic care sheets per year for over 3,000 pharmacists.

This makes Qualitrans-Telepharma France's number two technical concentrator.

Other services

Outsourced payroll and HR management

Cegedim SRH

A specialist in the outsourced payroll and Human Resources (HR) management market in France, Cegedim SRH designs, develops and markets outsourcing services based on innovative application software solutions.

Also operating on Swiss and British markets, Cegedim SRH's role is to assist and advise businesses with the management of their projects for a more efficient HR information system: payroll management and human capital management and development.

A partner with HR divisions, Cegedim SRH makes a contractual commitment to its customers with regard to payroll compliance, meeting deadlines and system availability.

> TEAMS^{RH}, an outsourced HRIS solution

Natively designed for outsourcing, the *TEAMS^{RH}* platform was the market's first HRIS solution based on JAVA technology. With its flexible architecture and process-oriented approach, *TEAMS^{RH}* provides quality services that are suited to the outsourcing needs of businesses.

Benefiting from recent technological advances, *TEAMS^{RH}* is an interactive, real-time solution that contributes to the optimization of management modes within the company by deploying transversal processes ranging from the collection of information to its control and dissemination. It is integrated into the company's global information system and communicates with all of the market's information systems.

TEAMS^{RH} offers a set of extended features and is structured around major functional areas, such as:

- Payroll and personnel administration,
- HR portal (leave/absences, ESS/MSS, expense reports, decentralized entry, etc.),
- Corporate steering,
- GPEC (occupation and skill forecasting) and training,
- Time management,
- International, global, unified HR database.

In a volatile, complex legal environment, Cegedim SRH offers outsourcing services that are customized and adapted to the

needs, context and size of businesses. These services, for which Cegedim SRH is SOX-accredited, rely on Cegedim Group's computing power, which allows Cegedim SRH to have its own hosting platforms.

Hosting, services and Internet

Cegedim hosting

Cegedim has extensive expertise in facilities management for pharmaceutical companies, insurers and healthcare mutuals and healthcare networks (e.g. Electronic Patient File trials), as well as in the management of financial flows and electronic documents. Due to their strategic and sensitive nature, all these activities have led the Group's teams to devise architectures with very high availability that meet the security requirements of its customers and, in particular, standards governing the hosting of medical records.

Cegedim facilities management services are located in three different geographical zones:

- America (Chesapeake, USA),
- Europe (Boulogne-Billancourt and Toulouse, France),
- Asia-Pacific (Bangalore, India and Singapore).

These sites, of which three are Tier IV level (in France and in the USA), provide the back up and launching of Business Continuity Plans (BCP) due to coverage of all time zones.

Prestation Conseil Outsourcing Cegedim

Prestation Conseil Outsourcing Cegedim provides infrastructure solutions and facilities management services to companies, allowing them to secure, administer and supervise information systems. Its product line covers two main operational areas:

- Integration involves designing and implementing all or part of the IT systems and networks requiring the integration of assorted elements: servers, virtualization, storage, active components, security, supervision, and workstations.
- Facilities management includes services associated with the management of IT infrastructures: distribution, asset leasing, on-site technical assistance, service desk, fleet management, school computerization and outsourcing of backups.

Company management

✂ Board of directors

- **Jean-Claude LABRUNE**, Chairman of the Board of Directors
- **Laurent LABRUNE**
- **Aude LABRUNE**
- **Jean-Louis MERY**
- **FCB**, SAS represented by **Pierre MARUCCHI**
- **Jacques-Henri DAVID**
- **Nicolas MANARDO**
- **GERS**, GIE represented by **Philippe ALATERRE**
- **Alliance Santé Distribution**, SA represented by **Anthony ROBERTS**
- **Jean-Pierre CASSAN**

✂ General Management

CEO: **Jean-Claude LABRUNE**

Managing Director: **Pierre MARUCCHI**

Chief Operational Excellence Officer: **Karl GUENAU**

✂ Operational Management

Cegedim Relationship Management - **Laurent LABRUNE**

Cegedim Strategic Data - **Bruno SARFATI**

Cegedim Customer Information - **Jean-Louis LOMPRÉ**

Cegedim Communication Directe - **Daniel FLIS**

Cegedim Healthcare Software - **Alain MISSOFFE**

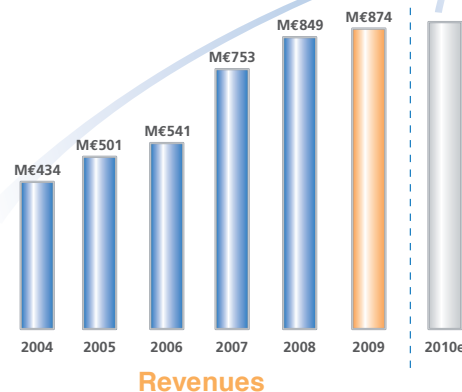
Cegedim Activ - Cetip - iSanté - **Antoine AIZPURU**

Cegedim e-business - **Arnaud GUYON**



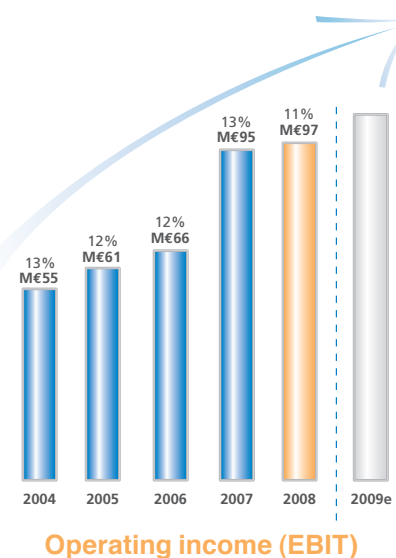
Key figures

- **2009 revenues:**
 - 874 millions of euros
 - +4.3% (at comparable structure and exchange rates)
- **Ordinary operating income:**
 - 112 millions of euros
 - +15%



2009 simplified income statement

In millions of euros	12/31/2008	12/31/2009	Δ 09/08
REVENUES	848.6	874.1	+3.0%
External expenses and other expenses	-275.0	-280.8	+2.1%
Taxes	-12.3	-12.6	+2.3%
Payroll costs	-394.6	-401.5	+1.7%
Net depreciation and provisions	-70.0	-67.7	-3.3%
ORDINARY OPERATING INCOME	96.6	111.5	+15.4%
OPERATING INCOME	90.2	99.8	+10.7%
Net financial debt expenses	-43.6	-40.3	-7.6%
Tax expense	-13.0	-5.0	-61.1%
CONSOLIDATED NET INCOME	33.5	54.8	+63.7%
Group share	33.7	54.7	+62.6%
Minority interests	-0.2	0.1	-165.2%



2009 simplified balance sheet

In millions of euros	12/31/2008	12/31/2009	Δ 09/08
Goodwill	613.7	613.3	-0.1%
Intangible assets	209.6	225.6	+7.7%
Tangible assets	54.7	45.2	-17.3%
Financial assets	14.5	16.1	+11.1%
Deferred taxes	36.6	33.4	-8.9%
Accounts receivable	208.1	225.8	+8.5%
Cash and cash equivalents	93.5	121.4	+29.8%
Other assets	65.9	47.6	-27.9%
Total	1296.6	1328.3	+2.4%

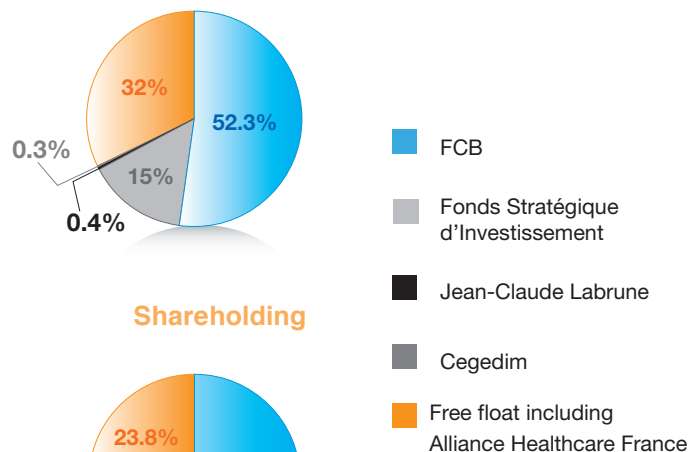
In millions of euros	12/31/2008	12/31/2009	Δ 09/08
Shareholders' equity	242.0	466.0	+92.5%
Bank loans	637.9	466.4	-26.9%
Debt vs. FCB	50.0	50.0	0.0%
Other financial debt	8.7	8.6	-1.3%
Deferred taxes	55.9	51.4	-8.1%
Payable accounts	63.1	73.6	+16.6%
Tax & benefits-related liabilities	115.8	113.7	-1.8%
Other liabilities	123.2	98.6	-20.0%
Total	1296.6	1328.3	+2.4%

Share information

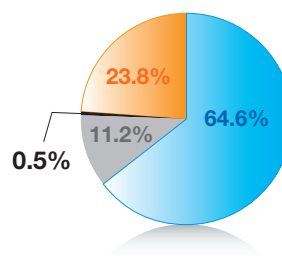
Share ID

Date of IPO	April 1995
Place of quotation	NYSE Euronext Paris compartment B
ISIN Code	FR0000053506
Reuters Code	CGDM.PA
Bloomberg Code	CGM
Fiscal year closing date	December 31 st
Price at IPO	9.52 euros
Share price as of 12/31/2009	57.50 euros
Share price as of 12/31/2008	35.50 euros
Nb of issued shares as of 12/31/2009	13,997,173
Market capitalization as of 31/12/2009	805 millions of euros
Eligible for SRD	no
Indices	SBF 250, IT CAC, CAC MID & SMALL 190, CAC MID 100, CAC TECHNOLOGY, CAC Software and IT Services

Shareholder structure June 2010



Shareholding



Voting rights

Financial 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 JOUSSEAUME

Investors contact

Jan Eryk UMIASTOWSKI
 Chief Investment Officer
 Chief Investor Relations
 Tel.: +33 (0)1 49 09 33 36
 investor.relations@cegedim.com
www.cegedim.com/finance

Share price evolution September 2010



2009 share price evolution: +62%

Contacts

a

ALGERIA

- CEGEDIM RM
- CSD Algeria Office

3 bis rue des Oliviers
16406 El Biar - Alger
Tel.: +213 21 92 88 48
Fax: +213 21 92 26 43

ARGENTINA

- CEGEDIM RM
- Cervino 4407 Piso 7 Depto B
(C1425) Buenos Aires
Tel.: +54 11 4889 4000
Fax: +54 11 4899 4011

- CSD Argentina Office
- Cervino 4407/17 5 Piso "A"
C1425AHB Buenos Aires -
Capital Federal (1425)
Tel.: +54 1 14 77 91 330
Fax: +54 1 14 77 91 330

AUSTRALIA

- CEGEDIM RM
- Australia Pty Ltd
Level 2, 14-16 Suakin Street
Pymble NSW 2073
Tel.: +61 2 9855 7900
Fax: +61 2 9855 7999

- CSD Australia Office
- Level 2, 5-13 Queen St
Chippendale NSW 2008
Tel.: +61 2 93 10 81 80/81 40
Fax: +61 2 93 10 81 79/81 82

AUSTRIA

- CEGEDIM RM
- Am Heumarkt 10,
1030 Vienna
Tel.: +43 2236 677 505
Fax: +41 44 404 1350

b

BELGIUM

- CEGEDIM RM
- ICOMED Belgium

235, bld de l'Humanité
B 1620 Drogenbos
Tel.: +32 2 334 28 00
Fax: +32 2 648 32 77

- CSD Belgium Office
- Avenue de Roodebeek 89
1030 Bruxelles
Tel.: +32 27 24 00 82
Fax: +32 27 26 91 59

- HDMP
- Avenue de l'Humanité 235
1620 Drogenbos
Tel.: +32 27 26 42 00
Fax: +32 27 26 91 59

BRAZIL

- CSD Brazil Office
- Rua Helena,
235/11° andar, Vila Olímpia
São Paulo, SP
CEP 04552050
Tel.: +55 11 31 03 04 57
Fax: +55 11 21 44 33 01

- CEGEDIM RM
- Rua Helena, 235/10° e 11°
andar, Vila Olímpia
São Paulo, SP
CEP 04552050
Tel.: + 55 11 3103 0457
Fax: + 55 11 2144 3301

c

CANADA

- CEGEDIM RM
- 4-2210 Markham Road
Scarborough
Ontario M1B 5V6
Tel.: +416 298 4631
Fax: +416 298 9358

- CSD Canada Office
- 8250 boul Décarie, suite 210
Montreal (Québec) H4P 2P5
Tel.: +1 514 738 2771
Fax: +1 514 738 3836

CHINA

- CEGEDIM RM
- 9th floor, Asia mansion
N°650 Hankou Road
Shanghai, 200001
Tel.: +86 21 6135 0011
Fax: +86 21 6122 0300

- CSD China Office
- Room 2001/2003
Jinhang Building
83 Wanhangu Road
200040 Shanghai
Tel.: +86 21 6288 8499
Fax: +86 21 6288 8477

COLOMBIA

- CEGEDIM RM
- Edificio Logic
Calle 97 n°23-60 Piso 9
Bogotá DC
Tel.: +57 1 6382727
Fax: +57 1 6223611

- CEGEDIM RM
- Calle 99 N.- 9a - 54 Torre 3
Oficina 1202 A
Bogotá DC
Tel.: +57-1 6382727
Fax: +57-1 6223611 / 6224132

- CSD Colombia Office
- Edificio Logic
Calle 97 n°23-60 Piso 9
Bogotá DC
Tel.: +57 1 6382746
Fax: +57 1 6224132

CZECH REPUBLIC

- CEGEDIM RM
- CSD CZ Office

Zbuzkova 47/141
190 00 Praha 9 – Vysocany
Tel.: +420 244 090 811
Fax: +420 244 090 812

- CEGEDIM CIS, s.r.o.
- Sumavska 519/35 602 00 BRNO
Tel.: +420 541 532 577
Fax: +420 541 532 413

d

DENMARK

- CEGEDIM RM
- CSD Denmark Office

Stationsparken 37
DK-2600 Glostrup
Tel.: +45 7023 1053
Fax: +45 4325 3179



ECUADOR

■ CEGEDIM RM
Edif. Axios Ofna 708
Av. Shyris N41 151 e Isla
Floreana - Quito
Tel.: +593 22 27 08 42
Fax: +593 22 45 67 41

EGYPT

■ CEGEDIM RM
88, rue Makram Ebeid,
Nasr City, Cairo
Tel.: +202 2670 0216
Fax: +202 2670 0214



FRANCE

Boulogne-Billancourt

- AGDF CEGEDIM RS
- CEGEDIM SA
- CEGEDIM CD
- CEGEDIM Customer Information
- CEGEDIM Relationship Management (RM)
- CEGEDIM EDI
- CEGEDIM Logiciels Médicaux
- CEGERS
- EDIPHARM
- HOSPITALIS
- ICOMED
- ITOPS
- MEDEXACT
- QUALITRANS- TELEPHARMA
- RNP
- ROSENWALD
- SANTESURF

127-137 rue d'Aguesseau
92100 Boulogne-Billancourt
Tel.: 01 49 09 22 00
Fax: 01 46 03 45 95

- CEGEDIM Activ
- CETIP
- ISANTE

114-116 rue d'Aguesseau
92100 Boulogne-Billancourt
Tel.: 01 46 10 72 10
Fax: 01 46 10 72 00

■ CEGEDIM SRH
17 rue de l'Ancienne Mairie
92100 Boulogne-Billancourt
Tel.: 01 49 09 84 40
Fax: 01 49 09 23 13

■ CEGEDIM Strategic Data
90-92 route de la Reine
92773 Boulogne-Billancourt
Tel.: 01 49 09 83 00
Fax: 01 49 09 83 70

Boulogne-sur-mer

■ RESIP
56 rue Ferdinand Buisson
62200 Boulogne-sur-mer
Tel.: 03 21 10 34 00
Fax: 03 21 10 34 09

Fort de France

■ CEGEDIM ACTIV
Rue du Gouverneur Ponton
Immeuble Foyal 2000
97200 Fort de France
Tel.: 05 96 60 18 28
Fax: 05 96 60 18 29

Lille

■ CEGEDIM ACTIV
Synergie Parc
3 avenue Louis Néel
59260 Lézennes
Tel.: 03 59 57 50 50

■ CEGELEASE
Immeuble Guilaur
Rue de la Zamin
59160 Capinghem
Tel.: 03 20 10 87 87
Fax: 03 20 57 66 40

■ QUALIPHARMA
Immeuble Guilaur
Rue de la Zamin
59160 Capinghem
Tel.: 03 20 43 28 00
Fax: 03 20 43 28 01

Lyon

■ CEGEDIM ACTIV
Immeuble Le Discover
84 bd Vivier-Merle
69003 Lyon
Tel.: 04 72 76 17 61
Fax: 04 72 71 75 54

■ CEGEDIM SRH
Immeuble Le Discover
84 bd Vivier-Merle
69003 Lyon
Tel.: 04 26 84 16 00
Fax: 04 26 84 16 30

Marseille

■ CEGEDIM ACTIV
20 allée Turcat Méry
13008 Marseille Cedex
Tel.: 04 91 80 86 50
Fax: 04 91 80 86 60

Mérignac

■ AGDF CEGEDIM RS
Parc Cadéra Nord,
77 avenue JF Kennedy
33700 Mérignac

Montargis

■ AMIX
326 rue du Gros Moulin - Amilly
45204 Montargis Cedex
Tel.: 02 38 87 60 86
Fax: 02 38 98 41 15

■ PHARMASTOCK
326 rue du Gros Moulin - Amilly
45204 Montargis Cedex
Tel.: 02 38 87 60 81
Fax: 02 38 87 60 98

■ PHARMAPOST
573 avenue d'Antibes - Amilly
45204 Montargis Cedex
Tel.: 02 38 87 60 00
Fax: 02 38 87 60 66

Nantes

■ CEGEDIM ACTIV
1 bis rue Julien Videment
44000 Nantes
Tel.: 02 51 83 26 26
Fax: 02 51 83 26 10

Nice

■ ALLIADIS
Crystal Palace
369-371 Promenade des
anglais
06200 Nice
Tel.: 04 93 21 89 89
Fax: 04 93 21 65 76

Rodez

■ RM INGÉNIERIE
Avenue de la Gineste
BP 3351
12033 Rodez Cedex 9
Tel.: 05 65 76 03 33
Fax: 05 65 76 03 09

Toulouse

■ MIDIWAY
Miniparc Bâtiment 1
BP 256, rue de la découverte
31670 Labège Innopole
Tel.: 05 62 88 44 99
Fax: 05 62 88 44 90

■ CEGEDIM ACTIV
Labège Innopole
Rue Marco Polo
Bâtiment Le Pyrénéen
BP 17771
31600 Labège
Tel.: 05 62 24 17 17
Fax: 05 62 24 17 00

Vélizy

■ PCO CEGEDIM
15 rue Paul Dautier
78140 Vélizy
Tel.: 01 34 58 35 00
Fax: 01 34 58 35 28

f

FINLAND

■ CEGEDIM RM
Keilaranta 15
FIN-02150 Espoo
Tel.: +358 9 42 41 38 00
Fax: +358 9 41 29 148

■ CSD FINLAND OFFICE
Keilaranta 15
FIN-02150 Espoo
Tel.: +358 40 556 22 34

g

GERMANY

■ CEGEDIM RM
■ CSD GmbH

Zeppelinstrasse 2-4
64625 Bensheim
Tel.: +49 6251 84 840
Fax: +49 6251 8484 111

■ MEDIMED GmbH
Zeppelinstrasse 2-4
64625 Bensheim
Tel.: +49 62 51 84 84 102
Fax: +49 62 51 84 84 422

■ CEGEDIM RM
Schwarzeck-Verlag GmbH
Stefan-George-Ring 19
81929 München
Tel.: +49 89 6 08 04 0
Fax: +49 89 6 08 04 369

■ CSD GmbH
Neumarkter Str 81
81673 München
Tel.: +49 89 211176 0
Fax: +49 89 211176 54

GREECE

■ CEGEDIM RM
■ CSD Greece Office

Ethrio Business Center
40, Agiou Konstantinou str.
151 24 Marousi Athens
Tel.: +30 21 11 80 13 00
Fax: +30 21 06 10 91 85

GUATEMALA

■ CEGEDIM RM
bld Vista Hermosa 17-30
Zona 15
Edif. Nahum 5° Piso
Col. El Maestro
C.P. 01015
Tel.: +502 2368 9238
Fax: +502 2385 7223

h

HUNGARY

■ CEGEDIM RM
Krisztina krt. 39/b
Budapest - H1013
Tel.: +36 1 487 3100
Fax: +36 1 487 3199

i

INDIA

■ CEGEDIM RM
806 Palm Spring Building
Link Road, Malad (West)
Mumbai - 400064 - Maharashtra
Tel.: +91 22 6741 5993
Fax: +91 22 6602 9344

■ CEGEDIM RM
Maruthi Infotech Centre,
11/1, 12/1, Koramangala Inner
Ring Road,
Bangalore - 560 071
Tel.: +91 80 66 23 15 00
Fax: +91 80 66 23 18 00

■ CSD India Office
806 Palm Spring Building
Link Road, Malad (West)
Mumbai - 400064 - Maharashtra
Tel.: +91 22 66 02 93 00
Fax: +91 22 66 02 93 44

IRELAND

■ INTERCAM Ltd
26/27 Upper Pembroke Street
Dublin 2
Tel.: +353 1 637 39 82
Fax: +353 1 662 03 65

■ CEGEDIM RM
26/27 Upper Pembroke Street
Dublin 2
Tel.: +353 86 3050 130

ITALY

■ CEGEDIM RM
Piazza I. Montanelli, 20
20099 Sesto San Giovanni (MI)
Tel.: +39 02 24 34 31
Fax: +39 02 24 34 34 13

■ CSD Italy Office
Viale Jenner 53
20159 Milano
Tel.: +39 02 69 77 01
Fax: +39 02 69 01 03 25

j

JAPAN

■ CEGEDIM RM
7FL, Fuso Doshomachi Bldg,
1-7-10 Doshomachi
Chuo Ku, Osaka 541-0045
Tel.: +81 6 6229 2961
Fax: +81 6 6229 7699

■ CEGEDIM RM
5FL, Sen-i Kaikan
3-1-11 Nihonbashi Honcho,
Chuo-ku
Tokyo 103-0023,
Tel.: +81 3 32 70 12 11
Fax: +81 3 32 70 12 18

■ CSD Japan Office
4F Yodoyabashi Toda Bldg.
3-2-4 Fushimi-machi, Chuo-ku
Osaka, 541-0044
Tel.: +81 6 6228 8444
Fax: +81 6 6228 8448

m

MALAYSIA

- CEGEDIM RM
- CSD Malaysia Office

C-41-6 (Block C), Jaya One
No 72A Jalan Universiti
Section 13
46200 Petaling Jaya
Selangor
Tel.: +603 7954 0688

- CEGEDIM RM
- No 3A-2, Jalan PJS 8/18
Dataran Mentari,
Bandar Sunway
46150 Petaling Jaya
Selangor Darul Ehsan
Tel.: + 603-5630-0050
Fax: + 603-5630-0046

MEXICO

- CCLA
- Av. Insurgentes Sur No. 1787
Piso 6-8
Col. Guadalupe Inn
C.P. 01020 México, D.F.
Tel.: +52 55 50905200
Fax: +52 55 50905215

- CEGEDIM RM
- Av. Insurgentes Sur No. 1787
Piso 6-8
Col. Guadalupe Inn
C.P. 01020 México, D.F.
Tel.: +52 55 9172 1200
Fax: +52 55 5662 6959

- CSD Mexico
- Av. Insurgentes Sur No. 1787
Piso 6-8
Col. Guadalupe Inn
C.P. 01020 México, D.F.
Tel.: +52 55 9172 13 00

MOROCCO

- CEGEDIM ACTIV
- Opération Maghreb
139 angle avenue Mers sultan
et rue Zerhounne
Immeuble Marissal 3e étage
20 000 Casablanca
Tel.: +212 (5)22 26 96 36
Fax: +212 (5)22 26 52 54

- CEGEDIM RM
- CSD Morocco Office

139 avenue Mers sultan
20 000 Casablanca
Tel.: +212 (5)22 26 96 36
Fax: +212 (5)22 26 52 54

- CEGEDIM ACTIV
- Développement Offshore Maroc
Technopolis-Rabatshore
Bât. 1 - 201
11100 Salé Al Jadida
Tel.: +212 (5)38 014 014
Fax: +212 (5)38 014 020

n

NETHERLANDS

- CEGEDIM RM
- Gooimeer 1E
1411 DC Naarden
Tel.: +31 35 69 55 300
Fax: +31 35 69 45 089

NEW ZEALAND

- CEGEDIM RM
- Paul Matthews Office Park
43 Omega Street
PO BOX 302-566
North Harbour, Auckland
Tel.: +64 9 307 6647
Fax: +64 9 307 6650

NORWAY

- CEGEDIM RM
 - CSD Norway Office
- Grenseveien 95 0663 Oslo
Postboks 6017 Etterstad,
0601 Oslo
Tel.: +47 21 50 90 00
Fax: +47 21 50 90 01

p

POLAND

- CEGEDIM RM
- Aleje Jerozolimskie 136
02-305 Warszawa
Tel.: +48 22 389 10 00
Fax: +48 22 389 10 01

- CSD Poland Office
- Aleje Jerozolimskie 136
02-305 Warszawa
Tel.: +48 22 38 91 000
Fax: +48 22 38 91 001

PORTUGAL

- CEGEDIM RM
- Empreendimento Lagoas Park
Edificio 3 - Piso 3
2740-266 Porto Salvo
Tel.: +35 1 21 012 44 00
Fax: +35 1 21 012 44 44

- CSD Portugal Office
- Av. Almirante Reis,
113 - 8 - S-801
1150-014 Lisboa
Tel.: +351 21 3 56 67 90
Fax: +351 21 3 56 67 99

r

ROMANIA

- CEGEDIM RM
- CSD Romania Office
- INFOSANTE

Str Dornei n° 81 Sector 1
012292 Bucharest
Tel.: +40 21 668 63 20
Fax: +40 21 668 64 84

RUSSIA

- CEGEDIM RM
- CSD Russia Office

Kantemirovskaya Street,
Building 58
115477 Moscow
Tel.: +7 495 221 91 88
Fax: +7 495 221 91 89



SINGAPORE

- CEGEDIM RM
- CSD Singapore Office

Cegedim Asia pacific Ptd Ltd
141 Market Street
#05-00 International Factors
Building
Singapore 048944
Tel.: +65 63 72 52 00
Fax: +65 63 72 52 01

SLOVAKIA

- CEGEDIM RM
- CSD Slovakia Office

Zelinarska 8
821 08 Bratislava
Tel.: +421 2 55 42 35 31
Fax: +421 2 55 42 35 32

SOUTH KOREA

- CEGEDIM RM
- Room A-101,
Namsong Bldg., 260-199

Itaewon-dong, Yongsan-gu
Seoul, 140-200
Tel.: +82-1644-1539
Fax: +82 2 790 1540

- CSD Korea Office
- Room A-101, Namsong Bldg.,
260-199
Itaewon-dong, Yongsan-gu
Seoul, 140-200
Tel.: +82 2 796 1056
Fax: +82 2 793 0579

SPAIN

- CEGEDIM RM
- C/ Francisca Delgado,
n° 11 1ª Plta
Parque Empresarial Arroyo
de la Vega
28108 Alcobendas (Madrid)
Tel.: +34 91 661 02 39
Fax: +34 91 661 14 43

- CEGEDIM RM
- Parque Empresarial
Metrovacesa 22
C/Bac de Roda n°64,

Edif. D Planta 1ª
08019 Barcelona
Tel.: +34 93 445 84 00
Fax: +34 93 445 84 01

- CSD Spain Office
- Albasanz, 15 - 4a planta
28037 Madrid
Tel.: +34 914 353 499
Fax: +34 915 774 317

- Stacks Consulting
- E Ingenieria en Softwair S.L.
Diagonal 512, 1° 2°
08006 Barcelona
Tel.: +34 902 34 36 34
Fax: +34 932 18 96 81

- Stacks Servicios
- Technologicos S.L.
Travesera de Gracia 73,
1° puerta 5
08006 Barcelona
Tel.: +34 902 30 32 31
Fax: +34 932 18 15 37

SWEDEN

- CEGEDIM RM
- CSD Sweden Office

Norgegatan 1, box 1091
164 25 Kista
Tel.: +46 86 33 76 70
Fax: +46 87 50 49 30

SWITZERLAND

- CEGEDIM RM
- Seebahnstrasse 89
8003 Zürich
Tel.: +41 58 580 41 41
00800 23 43 34 60 toll-free for
CH-AT-DE-FR-IT
Fax: +41 58 580 41 40

- CEGEDIM SRH SA
- bld de la Cluse, 35
CH-1205 Genève
Tel.: + 41 22 879 15 00
Fax: + 41 22 879 15 01



TAIWAN

- CSD Taiwan Office
- 13F, No.180, Section 2,
Dun-Hua South Road,
Taipei, 106, Taiwan
Tel.: +886 2 8732 8123
Fax: +886 2 8732 8133

TUNISIA

- CEGEDIM RM
 - CSD Tunisia Office
- Résidence La Baie du Lac
2e étage - Cité Les Pins Lac 2
2045 Les Berges du Lac
Tel.: +216 71 967 024
Fax: +216 71 967 062

TURKEY

- CEGEDIM RM
- Meclisi Mebusan Cd.
Mebusan Yukusu Abisa Is
Merkezi
N°16 Kat: 4
34437 Findikli-Beyoglu-Istanbul
Tel.: +90 212 377 0500
Fax: +90 212 377 0599

- CSD Turkey Office
- Meclisi Mebusan Cd.
Mebusan Yukusu Abisa Is
Merkezi
N°16 Kat: 4
34437 Findikli-Beyoglu-Istanbul
Tel.: +90 212 377 0580
Fax: +90 212 377 0599



UNITED KINGDOM

- CEGEDIM RM
- Cegedim House, Pound Road
Chertsey, Surrey, KT16 8EH
Tel.: +44 87 08 88 10 30
Fax: +44 87 08 88 10 31

- CEGEDIM RX
- Cegedim House, Pound Road
Chertsey, Surrey, KT16 8EH
Tel.: +44 84 46 30 20 01
Fax: +44 19 32 73 69 42

- CEGEDIM SRH Ltd
- Cegedim House, Pound Road
Chertsey, Surrey, KT16 8EH
Tel.: +44 87 08 88 10 34
Fax: +44 87 08 88 10 35

- CSD UK Office
- Cegedim House, Pound Road
Chertsey, Surrey, KT16 8EH
Tel.: +44 87 00 43 51 69
Fax: +44 87 00 43 51 71

- CEGEDIM RM
- Unit FE, Charnwood Wing
Holywell Park, Ashby Road
Loughborough
Leicestershire LE11 3GR
Tel.: +44 15 09 22 47 00
Fax: +44 15 09 23 36 73

- CEGEDIM RM Ltd
- Langstone Gate, Solent Road,
Havant, Hampshire PO9 1TR
Tel.: +44 8708 881058
Fax: +44 8708 881059

- CEGEDIM RX
- Cegedim House, Marathon
Place, Leyland - Preston
Lancashire PR 26 7 QN
Tel.: +44 84 46 30 20 02
Fax: +44 17 72 33 10 11

- CSD EPIC
- 1 Canal Side Studios
8-14 St. Pancras Way
London NW1 0QG
Tel.: +44 20 73 88 82 15
Fax: +44 20 73 88 84 92

- In Practice Systems Ltd
- The Bread Factory
1a Broughton Street Battersea
London SW8 3 QJ
Tel.: +44 20 7501 7000
Fax: +44 20 7501 7100

USA

- CEGEDIM RM
- 1425, route 206 south
Bedminster NJ 07921
Tel.: +1 908 443 2000
Fax: +1 908 470 9900

- CSD USA Office
- 10 Exchange Place
22nd floor
Jersey City, NJ 07302
Tel.: +1 201 871 5913
Fax: +1 201 871 0773

Public company with share capital of 13,336,506.43€
Corporate head office: 127 to 137 rue d'Aguesseau - 92100 Boulogne-Billancourt - France
Trade and Commercial register: Nanterre B 350 422 622 - Code NAF: 6311 Z
Phone: + 33 (0)1 49 09 22 00
Fax: + 33 (0)1 46 03 45 95
E-mail: communication@cegedim.fr

<http://www.cegedim.com>

Legal documents relating to Cegedim may be consulted at the company's head office.