

CEGEDIM STRATEGIC DATA (CSD) RELEASES GLOBAL PHARMACEUTICAL MARKETING INVESTMENT FIGURES FOR 12 MONTHS ENDING DECEMBER 2009.

Paris, March 29, 2010 – Cegedim Strategic Data, leading provider of integrated healthcare research, announced that in 2009 worldwide promotional spending on sales force and other marketing channels was up 1.6% to US \$93.2 billion at constant local currency exchange rates compared to 2008.

CSD tracks marketing expenditure in 39 countries and follows sales force, sampling, meetings/events, clinical trials, DTC, e-promotion, print advertising and other marketing channels. GPs, specialists, pharmacists and other healthcare professionals are covered with over 30,000 panellists followed in a daily diary audit of industry promotional activity.

During the 12 months to December 2009, spending on sales force promotion alone remained flat at \$55.7 billion dollars and represented just under 60% of the tracked marketing mix.

Spending on meetings and other events saw a significant increase of over 10% on the same period for a global value of \$13.4 billion dollars.

Spending on e-promotion was up over 15%, continuing a trend of double-digit increases. Meanwhile, print advertising, DTC and post-marketing product trials were all down on the previous 12-month period.

Commenting on recent trends, Christopher Wooden, CSD Director of Global Sales & Marketing observed: "Sales force spending has remained flat in recent years and these latest figures reflect continuing consolidation in the industry. Heavy investment in emerging markets is being offset by cuts in mature markets. There is, however, a significant trend in the use of the internet as a sales medium as more healthcare professionals log on worldwide."

Global marketing spend among the leading ten companies was down slightly in 2009 but accounted for over 43% of total marketing investment. Five of the ten leading companies are Europe based while four are US based. One Japanese multinational completes the top 10 for 2009.

Among promoted therapies, cardiovascular drug classes are predominant with hyperlipidemia treatments representing nearly 5% of global promotion. Diabetes and depression also rank among the top 5 most promoted drug classes.

About Cegedim Strategic Data:

CSD is a leading Market Research company dedicated to the healthcare industry and operating in more than 60 countries.

With over 36 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs.

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

About Cegedim: Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009.

Cegedim SA is listed in Paris (EURONEXT: CGM).

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

Media inquiries**CEGEDIM STRATEGIC DATA**

Pauline Fahey
Global Marketing and Communications
Tel: + 33 (0)1 49 09 83 87
pauline.fahey@cegedim.com

CEGEDIM

Aude Balleydier
Media Relations
Tel: + 33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr