

CEGEDIM ACTIV ANNOUNCES THE LAUNCH OF ITS NEW RANGE OF PRODUCTS - **ACTIV** INSURANCE SUITE'

Paris, September 29, 2008 – Cegedim Activ, the French market's leading provider of software and services for the Personal Insurance Industry and a subsidiary of Cegedim SA, announced the launch of its new range of "ACTIV'Insurance Suite" Solutions to respond to the issues that players in the market are now facing.

A Changing Personal Insurance Market.

The personal insurance market is changing quickly with each new reform, and its players have to be creative and ready to anticipate the next move. The twenty-fifth French national health insurance reform, adopted this July, makes provisions for the transfer of an increased amount of healthcare spending from Social Security to supplementary health insurance organizations.

At the same time, the perception that the insured have of health insurance has greatly changed, as their demands have increased (predictive medicine, forecasting of healthcare expenses, etc) and greater mobility and new forms of communication change the game.

The task that supplementary health insurers now have is to adapt as closely as possible their product offer to the needs of the individual, and to control healthcare expenses, all while improving quality of care.

This transformation of the market brings about a search for ways to improve productivity and increase customer loyalty; and makes it a necessity to rapidly create innovative products that can meet the needs of customers. Furthermore, insurers must develop realtime data processing on the whole of the healthcare network and put into place stricter financial management.

A new range of "ACTIV'Insurance Suite" solutions, meeting the specific needs of each company faced with these issues

For several years, Cegedim Activ has invested in new information and communication technologies to support its clients in their innovations, in a constant effort to improve performance and product quality.

Cegedim Activ announced on January 31, 2008 the strengthening of its Middle Market segment offers, through the acquisition of the integrated management solution Protectia, based on web technology and published by the company of the same name.

Today, Cegedim Activ launches its new range of thin client software solutions utilizing Unix and Oracle environments with a web 2.0 design:

- **Aneto is now ACTIV'Infinite**, a modular solution aimed at the major accounts market segment, IP insurers and managers, grouping together all back office, CRM, decisional and extranet components. This solution makes it possible to unite different applications using an SOA approach, and to encourage growth and consolidation strategies.
- **Protectia is now ACTIV'Premium**, the Integrated Solution designed for innovative medium-sized business. This state of the art solution is perfectly adapted to the situation in this market segment: comprehensiveness, flexibility, and openness.
- Available starting in 2009, **ACTIV'RO** will be the new multi-system Solution serving organizations that manage the social security health insurance (*Régime Obligatoire*).
- **ACTIV'Xchange**, the global offering for healthcare flows and healthcare information cards. This solution benefits from the management of more than 250 million data flows par year, in all standards, for nearly 200 of our clients, as well as from the SESAM-Vitale accreditation and from involvement in a number of experiments.

"The launch of this new range of solutions gives visibility to our Product strategy in the form of 'key value delivered for each of our market Segments.' 'ACTIV'Insurance Suite' is a continuance of our new identity, Cegedim Activ, showing our commitment to company branding," says Philippe Simon, Executive Vice President of Cegedim Activ.

Cegedim Activ will soon present its new range of related services, "**ACTIV'Insurance Services**," a suite of professional service packages based on having supported the biggest players for 20 years.

About Cegedim Activ:

At the heart of the Cegedim Group's Insurance, Electronic Banking Services and Healthcare activities, Cegedim Activ employs 500 people and has an annual turnover of 62 million euros.

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The company's 200 clients use its solutions to manage 30 million policyholders in France who are insured under compulsory schemes, supplementary health and contingency plans, or hold life, savings or retirement insurance products. Cegedim Activ also manages 150 million EDI and third-party transactions per year, through its complementary range of high value-added software products and services.

Cegedim Activ is part of the "Personal insurance" sector of the Cegedim group.

To learn more, please see our website: www.cegedim-activ.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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,000 people in 80 countries and generated revenue of €753 million in 2007.

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

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