



## CEGEDIM ACTIV CUTS THE RIBBON ON ITS RABAT R&D PLATFORM

**Paris, 10 July 2009** – Cegedim Activ, the French market's leading supplier of software and services to the Personal Insurance market and a Cegedim Group subsidiary, cut the ribbon for the premises of its new Cegedim Active Maroc R&D platform in Rabat on Friday, July 3.

Boasting over 20 years of experience, Cegedim Activ has 500 employees and generated sales of €63.7 million in 2008. 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 who hold life, savings or retirement insurance products.

Building on its creation of Cegedim Maroc in Casablanca, the Group is now ready to inaugurate the new Cegedim Activ site in Rabat, thus continuing its commitment to a presence in Morocco. The new operational R&D platform will collaborate with the other company sites based in France and will allow Cegedim Activ to strengthen its presence in Morocco while working closely with its Moroccan clients to provide services locally.

As a result, Cegedim Activ will be in a better position to meet the Information System (IS) needs of the Moroccan and African markets with respect to Personal Insurance in general and Health Insurance in particular.

Antoine Aizpuru, Director of Cegedim's Insurances, Electronic Payment and Health division, used the ceremony as an opportunity to reiterate Cegedim Activ's participation in the implementation of the compulsory health insurance system (implementing IS for CNSS, CNOPS, and ANAM) and its ability to tackle the issues of tomorrow (flows, healthcare professionals, etc.).

Attending the event were the Economic Mission of the French Embassy, the Moroccan Finance and Health Ministries, and representatives from the healthcare industry, private insurers and social protection bodies.

### **About Cegedim Activ Morocco:**

The R&D center was built under the auspices of the Moroccan government's Emergence Plan. It is principally in charge of development for the Offshore segment in cooperation with Cegedim Activ R&D centers in France.

To learn more please visit our website: [www.cegedim-maroc.ma](http://www.cegedim-maroc.ma)

**About Cegedim Activ:**

At the heart of the Cegedim Group's Insurance, Electronic electronic payment and health activities, Cegedim Activ employs 500 people and has annual revenue of €63.7 million.

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 who hold life, savings or retirement insurance products. Cegedim Activ also manages 250 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 "Insurance and services" sector of the Cegedim Group.

To learn more, please see our website: [www.cegedim-activ.com](http://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 8,200 people in more than 80 countries and generated revenue of €849 million in 2008.

To learn more, please visit our website: [www.cegedim.com](http://www.cegedim.com)

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