

Offer expansion

Digital

Geographical expansion

BPO

Cloud

2015 - 2016:
Positioning CegeDIM
for Growth

SaaS

6th Investor Summit



Welcome

Jan Eryk Umiastowski

CIO & Head of IR - Cegecim



SAFE HARBOR STATEMENT

This presentation contains forward-looking statements (made pursuant to the safe harbour provisions of the Private Securities Litigation Reform Act of 1995). By their nature, forward-looking statements involve risk and uncertainty. Forward-looking statements represent the company's judgment regarding future events, and are based on currently available information. Consequently the company cannot guarantee their accuracy and their completeness, and actual results may differ materially from those the company anticipated due to a number of uncertainties, many of which the company is not aware of. For additional information concerning these and other important factors that may cause the company's actual results to differ materially from expectations and underlying assumptions, please refer to the reports filed by the company with the 'Autorité des Marchés Financiers'.

IFRS 5

Cegedim announced on April 1st, 2015, that it had completed the disposal of its CRM and Strategic Data division to IMS Health for an estimated selling price of €396 million. This estimated amount is subject to joint review over a period of 180 business days. Consequently its 9M-2015 Financial Statements are reported in compliance with IFRS 5 -Non-current Assets Held for Sale and Discontinued Operations. IFRS 5 outlines how to account for non-current assets held for sale.

In practice the contribution from these businesses until the effective disposal, if any, to each line of Cegedim's Consolidated Income Statement (before non-controlling interests) has been grouped under the line "Earnings from discontinued operations"; in accordance with IFRS 5, and their share of net income has been excluded from Cegedim's adjusted net income; These adjustments have been applied to all periods presented to ensure consistency of information.

In addition, the contribution of the CRM and Strategic Data Division to each line of Cegedim's Consolidated Balance Sheet as of September 30, 2015 has been grouped under the lines "Assets of discontinued businesses" and "Liabilities associated with assets of discontinued businesses"..

These adjustments are presented in the 2014 Registration Document.



Cegedim today



Cegedim Growth Story

Laurent Labrune

Managing Director - Cegedim





2015 - 2016:
Positioning Cegedim
for Growth

Transition
to SaaS / Cloud

BPO
Deployment

Offering
Digitalization

Bolt-on acquisitions

• Geographical and offering expansions

Why
SaaS, Cloud, BPO
and Digitalization
?

Great for
customers,
Cegedim and
shareholders

Why now?

Customers
are ready
and we are ready

Great for customers

- Flexibility in scaling
- Optimizes usage
- Simplifies business
- Access to new innovations
- Speeds time to value

Great for Cegedim

- Simplifies our business
- Accelerates adoption
- Gets us closer to the customer
- Drives more recurring revenue
- Cegedim ecosystem

Great for shareholders

- Increases customer lifetime value
- Increases addressable market
- Increases predictability

Customers are ready

- More deployments

- Demand take-off

- Existing product catalyzed demand

Cegedim is ready

- Robust IT infrastructure

- Experience of SaaS, BPO, Digitalization

- Talented and motivated people

- Financial flexibility



Cegedim's Cloud Software Factory

Philippe Hamon

Senior Vice-President - Cegedim

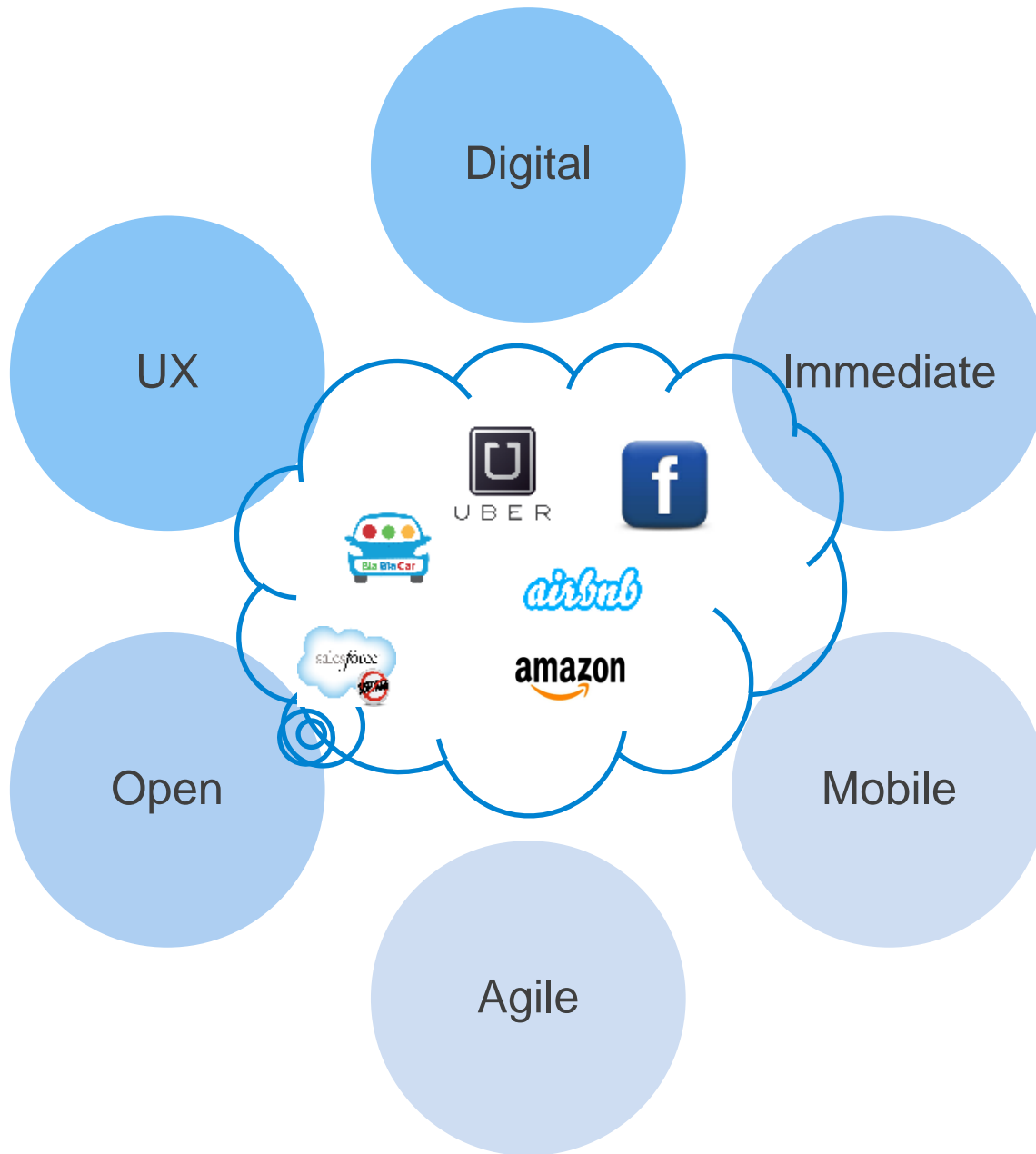
Technology trends



disruption

The word 'disruption' is written in a bold, black, sans-serif font. Below the letters, a large number of small, black, lowercase letters are scattered, appearing to fall or disintegrate from the main text, creating a visual effect of disruption.

Key common factors of recent success stories



Cloud based Platform

Software as a Service

What is behind SaaS ?

An iceberg floating in the ocean. The tip of the iceberg is above the water surface, and the much larger base is submerged below. The text 'Cloud based PLATFORM' is written on the submerged part of the iceberg.

Cloud based PLATFORM

Provide added value on a regular basis

Reduce cost of operation

Flexibility

Reduce maintenance & support effort

Strong monitoring

Request lot of automated processes

Big effort for industrialization

Scalable solution

High Quality Software

High Availability and Scalability of IT infrastructure

All new of future solutions developed by Cegedim will be Cloud based

Reduce cost of development, maintenance and production

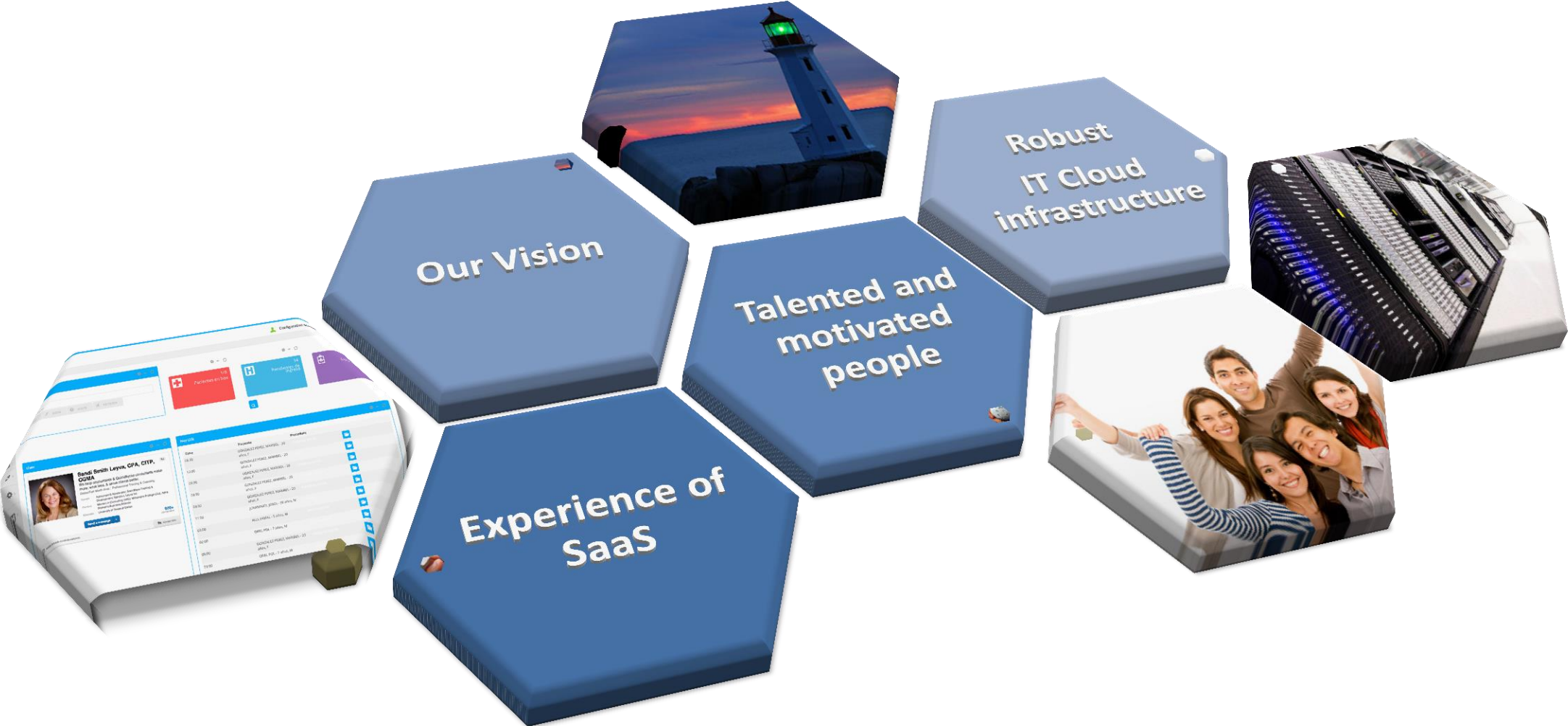
- Build a SaaS platform shared across Cegedim BU's
- Promote best practices of DevOps
- SaaS Maturity Plan program

Provide added value to the market on a regular basis through innovation

- Accelerate new technology adoption
- Provide configuration capabilities and tools
- Agile SCRUM methodology

Cegedim's Cloud Software Factory

Our key strengths to make it a success



Cegecim's Cloud Software Factory



**Re-allocating existing resources from
our different development centers
across the world plus corporate
governance and expertise**

Starting point in 2016 with solutions for HCPs



BPO

Market Strategy

Focus
on core business



Drivers
for BPO

- ✓ Process efficiency
- ✓ Reduce costs:
 - staff costs
 - operational expenses
 - financial expenses
- ✓ Reliability / quality of service
- ✓ Staff motivation / retention
- ✓ Flexibility in scaling

BPO - Business Process Outsourcing

Payroll

Human resources

Payment services

Benefits enrollment

Insurance processing

Premium administration

Customer support

Medical billing

Appointment scheduling

Third party verification



BPO

Product Strategy

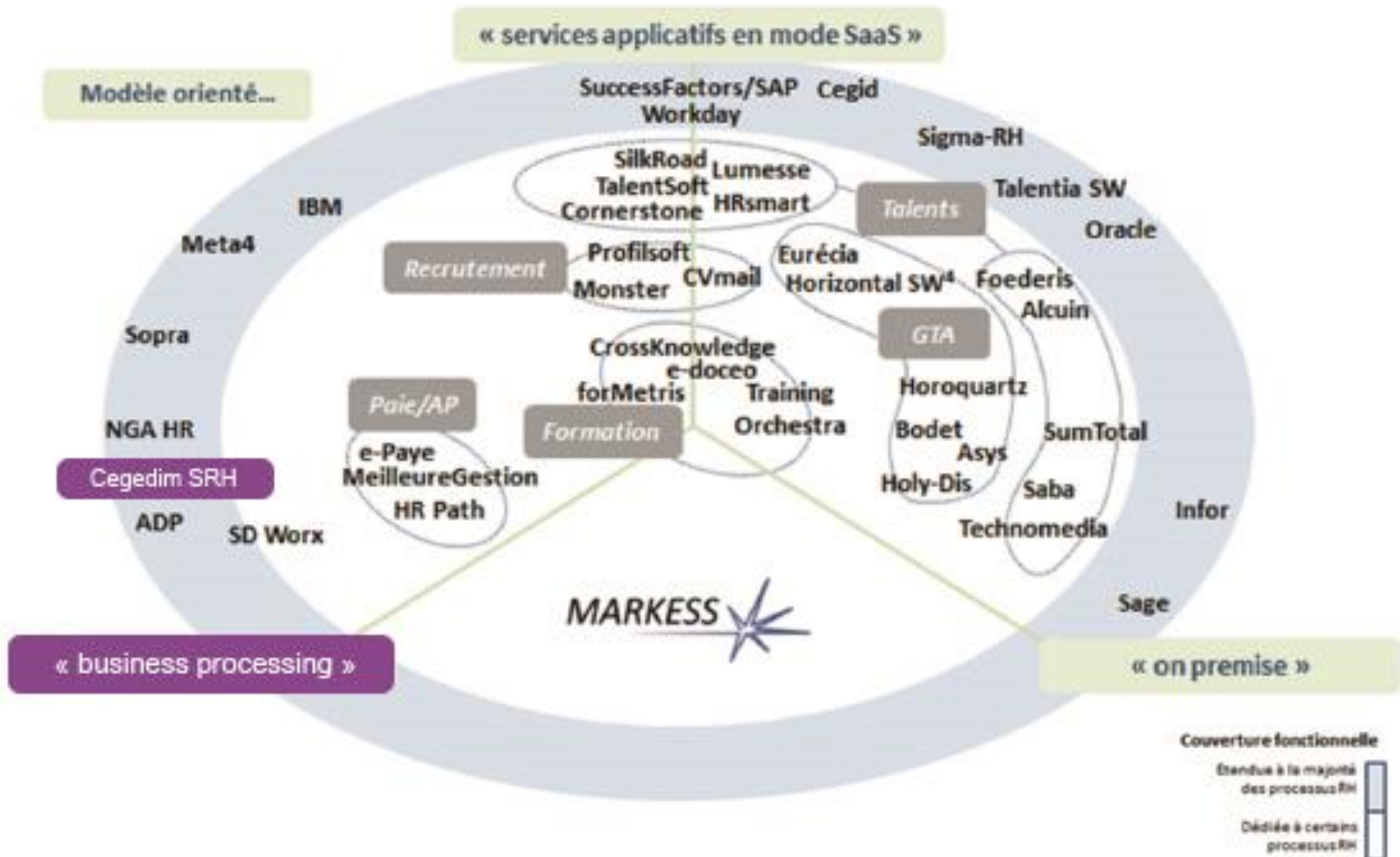


Cegedim SRH

Benoit Garibal

Deputy Director – Cegedim SRH

SaaS / Cloud HR solution provider



A Renewal Market

Addressable market

- Around 1,500 private companies in France with over 500 employees
- Low level of outsourcing

A growing market

- HRIS market will record a 4% increase in 2015
- Cegedim SRH will reports growth of around 15%

Average deal

- Average deal: 2,000 payrolls
- Closest competitors 200 payrolls on average deal

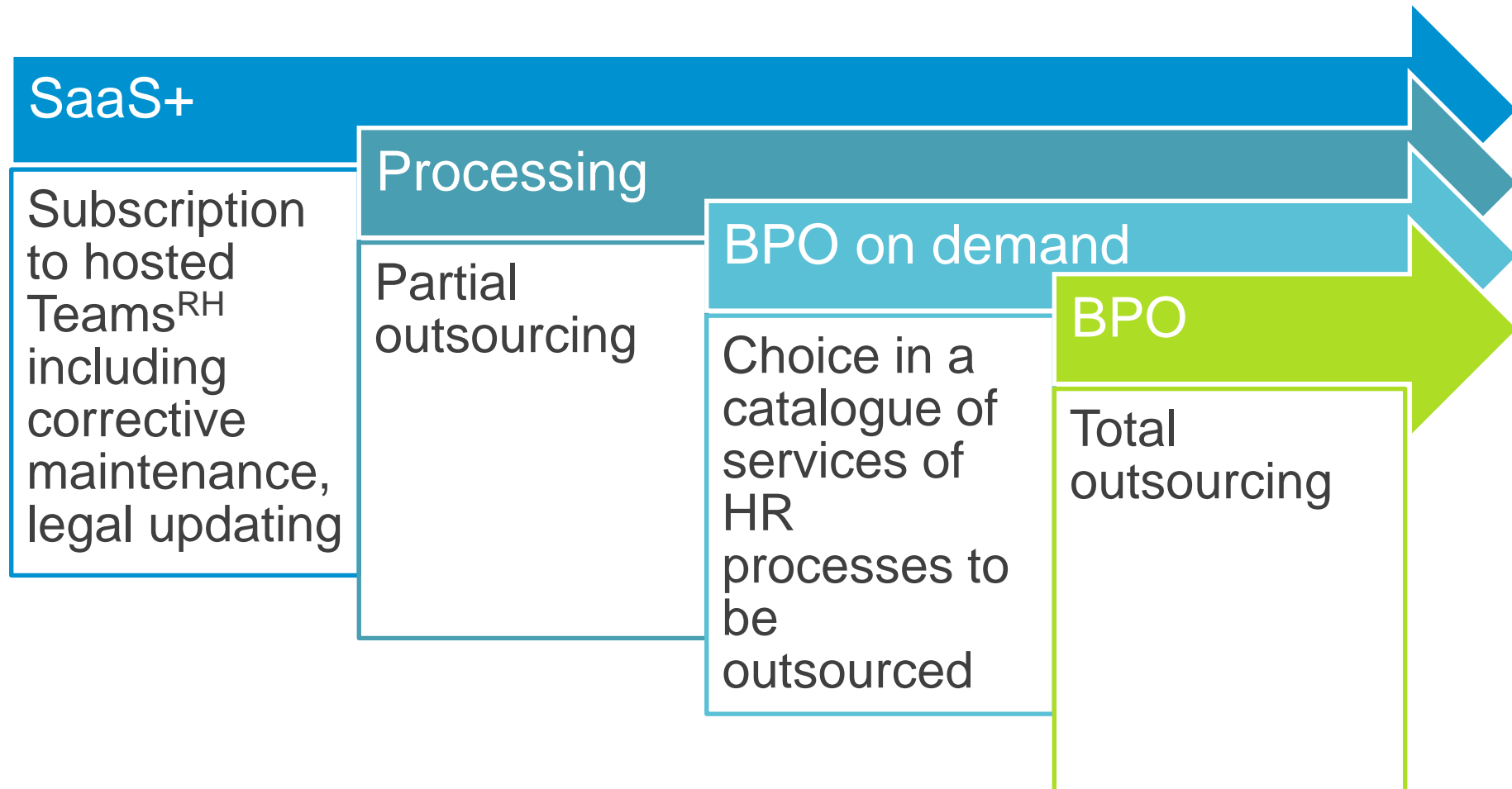
More services

- At renewal shift from IS to services

TEAMS^{RH}: An Integrated HRIS



Cegedim-SRH BPO Offering



2 BPO Delivery Centers

Amilly
(France)

Since 1997

150 employees

Rabat
(Morocco)

Cegedim historical presence

In order to address
the local market

For our customers

- Cost reduction
- Flexibility and variability
- Reactivity regarding legal evolutions
- Support towards productivity

For Cegecim SRH

- Acquisition costs are higher
- Volume and price effects
- Greater client integration



Pulse RCM Offer

Revenue Cycle Management (RCM) Services

✓ **Goal:**

- **Maximise revenue** for the practice

✓ **Services:**

- **Billing and collections**
 - **Coding charges** or reviewing charges
 - **Submission** of the providers charges as a claim to an appropriate payer
 - Managing all aspects of the claims processing for providers to get paid for their services
 - **Posting payments** to the patient's account
- **Healthcare provider credentialing**
- **Payer contract analysis**

RCM Market Trends

- ✓ **Historically Practices managed their own processes internally**
 - Maximise revenue for the practice
- ✓ **Market is shifting to third-party professionals**
 - Enables healthcare providers to **focus** on delivering quality healthcare to their patient
 - **Maximize** collections fro payers
 - **Minimize** operating costs
 - **Avoid costs and delays** due to staff recruitment, training, absenteeism and turnover
- ✓ **Government changes**
 - **Increasingly complex government regulations** such as IDC 10 have forced practices to become more involved in the administration side of the business
 - **IDC 10** has affected all parts of the medical office and the result of not being complaint could force a practice **to go bankrupt**

✓ **Pulse advantage**

- Trained Professionals
- Scalable and diverse solutions that are not affordable by individual practices

✓ **Economic model**

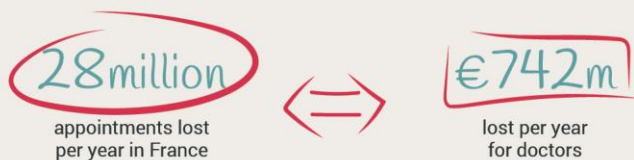
- Common payment method: paying on a percentage of collections
- Advantage:
 - Avoid the fixed costs associated with an internal staffing model
 - Control its costs while expanding and enhancing their results
 - Time their expenditures with the revenue that they are generating

The background features a teal horizontal band across the middle, with a sky and clouds pattern above and below it. On the right side, there is a complex geometric graphic composed of overlapping triangles in various shades of teal, dark blue, and white, creating a dynamic, abstract shape.

Docavenue

Online booking helping medical practices.

Missing appointments: consequences on medical practices



1 doctor out of 5
with outsourced
medical office

Online booking is only
available for **5%** of medical
offices.



Source: OpinionWay for Cegedim Healthcare Software, 2015





Cegedim ebusiness Offer

e-business : Cegedim's dematerialization operator



300 million
of bills



450 million
of direct payment
per year



100,000
connected
companies

Modernizing the billing process: KISS Platform

A solution made for you...



Immediate savings



Secure access
24/7



Reducing
payment delays



Your bills
always at hand

...and for your clients



Enhanced collaboration
between trading
partners



Centralization of invoices
on a single platform



Automatization
of accounting process



Ecological footprint
reduction



Accueil

Mes factures

Mes clients

Besoin d'aide ?

Actualités

Factures
en traitement

23

[Voir](#)

Factures
non conformes



[Voir](#)

Factures
à corriger



[Voir](#)

Notifications

Rechercher



[Tout marquer comme lu](#)

- Vous avez des factures en rejet.
- Un nouveau donneur d'ordres vient de vous inviter à utiliser le portail.
- Vous avez des factures en rejet.
- Vous avez de nouvelles factures à corriger.
- Vous avez de nouvelles factures non conformes.

[Voir toutes les notifications](#)

Mes factures

8

Mes clients

6

Contactez
le Support
Utilisateurs

CONTACTER















Soumettre une facture

Mes factures

[Voir toutes mes factures »](#)

Statut	N° de facture	Raison sociale client	Type	Date d'échéance	Date de facture	Montant TTC	Devise	
● Non conforme	43AEA5LLXX	Self Gourmet Boulogne-Billancourt	Facture	21/11/2015	21/11/2015	2 600,00	EUR	
● Réglée	JKD3VFRVSD	Self Gourmet Issy-Les-Moulineaux	Facture	21/11/2015	21/11/2015	9 400,00	EUR	
● À corriger	I8-SN5TIBL	Self Gourmet Boulogne-Billancourt	Facture	21/11/2015	21/11/2015	2 300,00	EUR	
● Non conforme	-08QKTSZWH	Self Gourmet Issy-Les-Moulineaux	Facture	21/11/2015	21/11/2015	6 000,00	EUR	
● Contrôle client	EIU4UV69XE	Self Gourmet Boulogne-Billancourt	Facture	21/11/2015	21/11/2015	7 500,00	EUR	
● Conforme	BLZ28ITBIL	Self Gourmet Boulogne-Billancourt	Facture	21/11/2015	21/11/2015	1 600,00	EUR	
● Non conforme	2U-2RVT4HR	Self Gourmet Boulogne-Billancourt	Facture	21/11/2015	21/11/2015	590,00	EUR	
● À corriger	E9NC0R8S0R	Self Gourmet Issy-Les-Moulineaux	Facture	21/11/2015	21/11/2015	6 800,00	EUR	
● Bloquée	9IONVXBQDT	Self Gourmet Issy-Les-Moulineaux	Avoir	21/11/2015	21/11/2015	8 700,00	EUR	

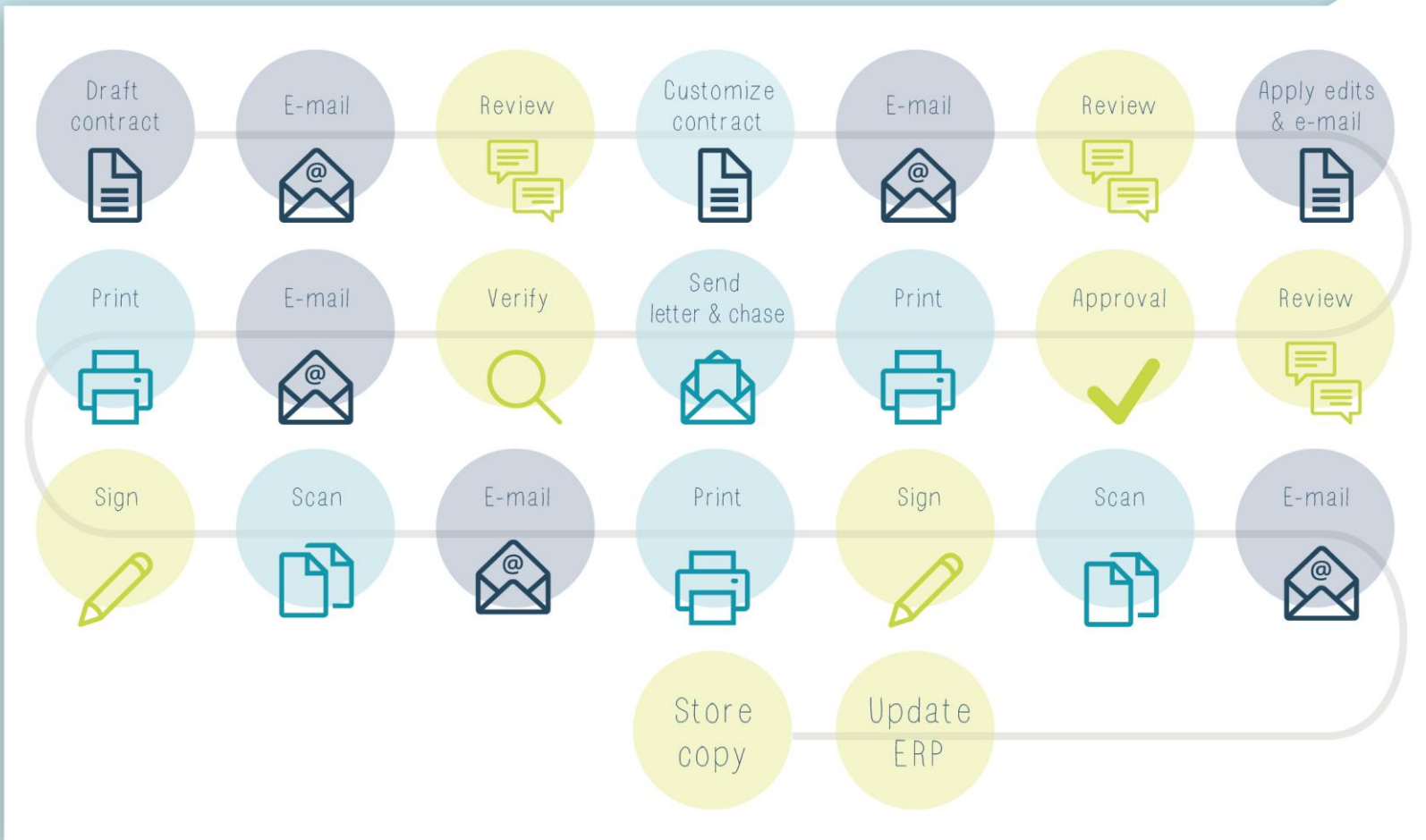
Notifications

Rechercher 

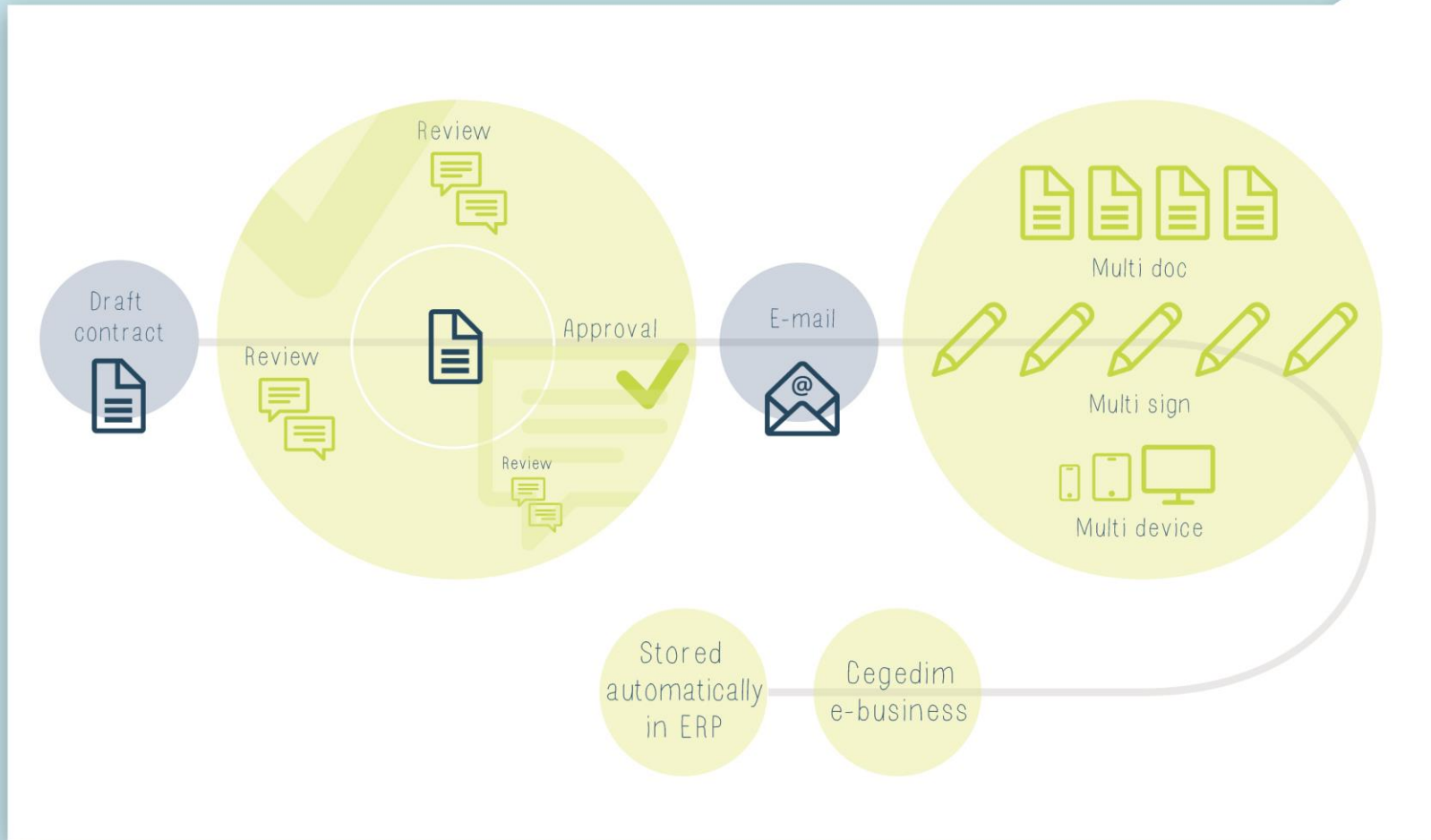
[Tout marquer comme lu](#)

- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- Votre nouvelle facture PO154_ref201789 a bien été soumise et est en cours de traitement.
- Votre nouvelle facture a bien été soumise et est en cours de traitement.
- La facture LV0XJKJ654 est non conforme.

Typical sales and contractualization process



Cegedim e-business sales and contractualization process







igestion

Pierre-Henri Comble

Marketing and Communications Director

Cegedim Activ





Digital Media

Alexis Guffroy

CEO - RNP

Enable brands to deliver best in class ROI through in store in and out visibility



135 people Sales Force



Up to 20,000 pharmacies visited every 3 weeks



A 4,500sq meter production and logistic center



Studio



Innovative online reporting tools

RNP Products

MEDIA



- ▶ Strategy concealing
- ▶ Windows campaigns
- ▶ Tailored made coverings
- ▶ Giant screens

INDOOR



- ▶ Reshelving
- ▶ Shelf stoppers
- ▶ All types of merchandising
- ▶ Gondola ends
- ▶ Category management

EXCLUSIVE



- ▶ Full visibility operations via exclusive partnerships with key groups.
- G9
- G7
- Parispharma
- Citypharma
-

TRADE MARKETING



- ▶ Full théâtralisations
- ▶ VIPs packs

As the Leader of media in pharmacies, RNP is the pioneer of digital visibility in windows

- ✓ RNP has developed over the last 5 years a deep understanding of digital tools in order to build an exceptional proposal for our partners via
 - ✓ Best In class technology
 - ✓ Best in class emplacements
 - ✓ ROI measures



What we believe in

“A screen will bring tremendous added value vs traditional tools via”



1/ Best in class technology

- ✓ Size of the screen
- ✓ Pitch
- ✓ Brightness

2 / Prime location

- ✓ Turnover
- ✓ Traffic
- ✓ Choice of window

Our approach

The best technology and a dedicated project for each store

Outdoor : LED



Indoor : LCD walls



Placement

Criteria	Objective	Source
Media potential	15% of top pharmacies	<i>RNP data</i>
Turnover	20% of biggest turnover	<i>GERS data</i>
Visibility	Unmissable (subway / bus stop...)	<i>Streetview & visit</i>
Orientation	Nord / East / West	<i>Google Map & visit point de vente</i>

Regular deployment, enhanced expertise

RNP, the only player to offer a network of 200 LED screens above 2,5m2 in the top 300 pharmacies



First screen tests

2011



20 custom screens and 10 Totems

2012



50 Panoramic Screens

2013



20 Panoramic Screens

2014



100 Panoramic 2 Screens

2015

2016: Carrefour



- ✓ RNP is selected by *Carrefour Hypermarkets* to be its exclusive partner on in store screens
- ✓ RNP will deploy 120 screens over JFM 2016 in *Carrefour Hypermarkets*

Best in class ROI

A campaign of 3 weeks will deliver

26 million contacts

2.6 million « qualified contacts » (i.e. conscious)

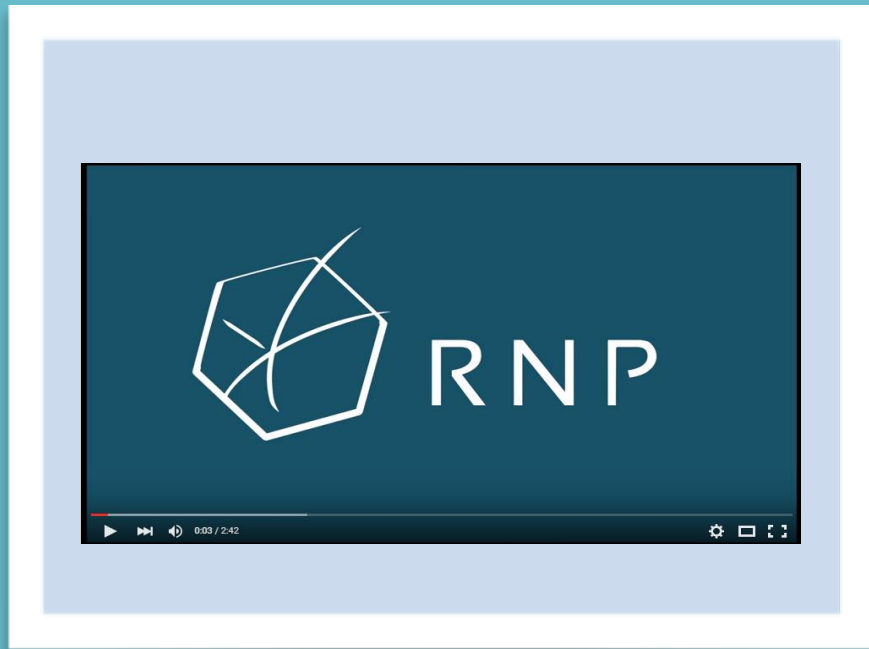
1.1 million shoppers entering pharmacies aware of on score

Cost

Cost per contact: 0.001€

Cost per conscious contact: 0.011€

Cost per entering contact : 0.024€





Geographical & Offering Expansion

Bolt-on acquisitions

• Geographical and offering expansions

Activus UK

- UK's leading suppliers of health and protection insurance software
- Revenue of around €7 million in 2014

Nightingale USA

- Pulse Systems, Inc., had acquired the US healthcare management activities of Nightingale
- EHR in client-server and cloud formats



Closing Remarks and Q&A



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**2015 - 2016:
Positioning CegeDIM
for Growth**

Annexes



Jan.28, 2016 FY2015 Revenue

We have an app' for you



Apple



Google Play

The **Cegedim IR** app for Android, iPhone* and iPad* lets you follow Cegedim Financial news and receive customized push notifications, and gives access to all the information an investor or journalist might want.

> <http://www.cegedim.com/CegedimIR>



Cegedim Strengths



Leading market positions
in each of our divisions



Stable, well-balanced and diversified revenue mix



High barriers
to entry



Unique Presence
in the Healthcare Ecosystem



Recognized portfolio of
innovative and integrated
solutions



Long-standing shareholder support and experienced management

Cegedim is Well-Positioned

Cegedim Health Insurance



Software & IT
in France



Third-Party Payment
in France

Cegedim SRH



In France



+40,000 in 2013
+50,000 in 2014

Acquisitions of
paylips

Cegedim e-business



European
Network



+300 millions in 2014
Electronic Documents
exchanged per year

Cegedim Healthcare Software



UK Pharmacists
French, Italian &
Spanish Physicians



French Pharmacists
UK Physicians

2016 Financial Agenda

January 28, 2016



March 23, 2016



March 24, 2016



May 26, 2016



July 26, 2016



September 15, 2016



November 29, 2016





We welcome your questions and comments

Jan Eryk UMIASTOWSKI
Chief Investment Officer - Head of Investor Relations

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