

CSD reports continued growth in pharmaceutical marketing investments in Brazil and China, whereas Russia declines

Paris, May 31, 2012 – [CSD - Cegedim Strategic Data](#), leading provider of healthcare market research and worldwide promotional audits, has released 2011 audited channel spending figures for the emerging markets Brazil, Russia, and China at constant local currency exchange rates compared to full year 2010.

Both Brazil and China showed marked increases in pharmaceutical marketing investments for 2011, despite a decline of more than 3% in worldwide investments.

Brazil, one of the fastest-growing emerging markets, had total investments of US \$4.4bn, showing an increase of 8.4% compared to the previous year. China's total sales force and other marketing channel investments amounted to US \$1.4bn, and showed the highest percentage increase among these emerging markets of 26.6%. In contrast, Russia saw a 7.7% decline in investments and had total investments of US \$205.4m.

In these emerging markets, detailing notably dominates the marketing channel mix showing percentages significantly higher than the worldwide figure of 60% - Brazil 75%, China 81%, Russia 85%.

Country highlights

Brazil: Both detailing and samples showed an increase of 8.6% in audited promotional spending, with samples representing 17% of the marketing channel mix. Meetings were the third most important channel and represented 7% of total investments in 2011.

China: Spending on sales force detailing showed double-digit growth of 23.4%. Meetings represented 17% of channel investments and stood out with a rise in spending of 42.5%, as most companies tried to diversify their channel activities to increase physician reach.

Russia: Companies adjusted their marketing strategies in the wake of legislation on pharmaceutical promotional activities, which was only finalised in the autumn of 2011. Despite an overall decline in investments, pharmaceutical companies increased detailing investments by 2.7%; meanwhile, spend on samples and meetings declined by 34.7% and 42.8%, respectively.

CSD monitors pharmaceutical marketing investments in over 30 countries, tracking industry sales force, sampling, meetings/events, clinical trials, DTC, e-promotion, print advertising and other marketing channels. GPs, specialists and pharmacists are covered with a pool of 200,000 healthcare professionals reporting their exposure to industry promotional activity on a daily basis.

About Cegedim Strategic Data:

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 40 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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

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