



PRESS RELEASE



PASCAL FLOCH, NEW CEO OF REPORTIVE

Paris, July 9 2009 – Reportive, a French software editor specializing in Business Intelligence solutions and subsidiary of the Cegedim Group, announces the appointment of new CEO Pascal Floch.

As he works to implement Reportive's development strategy, Mr. Floch will draw on more than 20 years in the IT field, including many years in software publishing and 10 years in Business Intelligence. His goal is to make the company a major player supplying solutions that offer an alternative to the sector's generalist publishers.

Before joining Reportive, Mr. Floch was Director of Sales for Information Management Products in Europe, the Middle East and Africa at SAP Business Objects. Prior to that, he occupied the same post for France, then Southern Europe. Before becoming a Sales Director, Mr. Floch was a Branch Director for Business Objects.

Now 49 years old, Mr. Floch began his career in 1985 at IBM before joining Oracle, then Sequent Computer, where he filled different sales positions.

Mr. Floch holds an engineering degree from the Technological University of Compiègne.

Photo available upon request from the press relations department

About Reportive:

Reportive is a French software editor, specialized in Business Intelligence (BI) solutions. Reportive proposes a solution for the creation and automatic diffusion of balanced scorecards for operational activity management (sales forces, finance, human resources) aiming to improve the competitiveness, productivity and effectiveness of organizations. Among the company's customers are national and international businesses of all sizes and from all sectors of activity.

For more information: www.reportive.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.

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Press contacts:

Cegedim	Presse & Papiers Agency
Aude Balleydier	Guillaume de Chamisso
Media Relations	Press Officer
Tel.: + 33 (0)1 49 09 68 81	Tel.: + 33 (0)1 77 35 60 99
aude.balleydier@cegedim.fr	guillaume.dechamisso@pressepapiers.fr