



ARTIFICIAL INTELLIGENCE: PHARMAGEST acquires start-up SAILENDRA.

- Sailendra is an innovative French start-up specialising in behavioural analysis using artificial intelligence.
- Group takes a majority 70% stake and Sailendra joins the Group's 'Solutions for e-Health Division.
- With this acquisition, PHARMAGEST **gains a team of AI specialists with proven expertise in Big Data.**
- The deal bolsters the Group's AI expertise, after the 2012 acquisition of DIATELIC, a subsidiary specialising in artificial intelligence and expert systems to predict the evolution of patients' health.
- The challenge is a significant for the PHARMAGEST Group: **anchor the Group's presence in a market that has enormous growth potential**, using 1/technologies developed by Sailendra, combined with 2/ its team's expertise, to develop recommendation apps for pharmacists, healthcare professionals and patients alike.
- **By adding to its artificial intelligence know-how applied to health, the PHARMAGEST Group is in sync with the French law on the modernisation of the health system, adopted at the start of 2016.**

New investment in artificial intelligence

The PHARMAGEST Group continues to build its technological infrastructure and develop innovative services for pharmacists and patients with this new acquisition in AI.

The Group is alive to the emerging challenges associated with mass health data, which continues to increase, driven especially by the ever-growing number of mobile devices and connected objects. The Group intends to stay ahead of these trends and to anticipate the needs of the health industry by developing the most sophisticated pharmacy applications and software with built-in artificial intelligence.

Sailendra: AI specialist

Established in 2008, SAILENDRA is a new company formed as a spin-out from research. SAILENDRA designs and develops purchase optimisation solutions for e-commerce based on its artificial intelligence products. Its simple and open-ended algorithms reflect its excellent know-how.

Formed as a spin-out from an AI research project by the Pattern Recognition and Artificial Intelligence team in the Lorraine IT and Applications Research Lab (LORIA), SAILENDRA boasts high-level complementary skills.

In three years, it has built up a portfolio of 15 major clients, including major e-commerce sites, distributors, big French banks and consumer brands.

AI in health: huge growth potential for the PHARMAGEST Group

The many advantages of artificial intelligence for health are a focus for the Group. They include driving the cost of care, diagnostic aids, treatments, pharmacovigilance, treatment compliance aids, and personalised medicine. AI represents huge growth potential for the Group across all levels of the industry: medicine, pharmaceutical companies, patients and pharmacists.

For Thierry CHAPUSOT, Managing Director and Member of the Board of Directors of PHARMAGEST INTERACTIVE: *"The science of algorithms, artificial intelligence and cloud computing are the basic building blocks of the health systems of the future. Medicine will be predictive, preventive, personalised and participatory. The Sailendra deal means we immediately gain excellent expertise in this field, while the Sailendra team of scientific experts, all with a background in artificial intelligence research, come on board to work collaboratively with the Diatelic team. A trailblazer when it comes to big data in healthcare (with three hosting of health data (HHD) accreditations and one proprietary Data Centre), the PHARMAGEST Group will be positioned to add to its expert pharmacy sector line-up and provide targeted solutions to the needs of pharmacists and a growing number of health professionals. Of course, we will also be bringing out new, innovative, patient-focused solutions in the near term."*

For Régis LHOSTE, Chairman and founder of Sailendra: *"By joining a group like PHARMAGEST, we are expanding our areas of expertise into health and adding a new dimension to our core business, e-commerce. We now have the financial solidity expected by our e-commerce partners. Diversifying our business in this way, from e-commerce to e-health, is the opportunity to highlight that artificial intelligence in health is as important to individual patients as e-commerce AI applications are to consumers. Our technologies will enable the PHARMAGEST Group to develop new and innovative solutions that require targeted expertise that very few operators can offer. We are delighted to provide our unique know-how and expertise in artificial intelligence and Big Data to the PHARMAGEST Group."*

PHARMAGEST INTERACTIVE key financial dates:

Publication of 2016 turnover on 15 February 2017 after market close

Publication of 2016 results on 31 March 2017 after market close

SFAF meeting: 3 April 2017, 11:30 am at the Maison des Arts et Métiers.

About SAILENDRA - www.sailendra.fr



SAILENDRA is a new company formed as a spin-out from research and boasts high-level complementary expertise.

It designed and developed the purchase optimisation solutions for e-commerce, e-tourism, e-media, and e-education intranets and platforms, based on its artificial intelligence products. It developed and markets Sailsense, a behavioural analysis and personalised recommendation solution for e-commerce to boost sales and build customer loyalty.

About the PHARMAGEST Group:

The PHARMAGEST Group is the French leader in pharmacy information technology, with a 43.5% share of the market and over 800 employees. The strategy of the PHARMAGEST Group is based on a core business – innovating in information technology to improve healthcare – and on the development of two priority focuses: services and technologies for healthcare professionals, notably support for pharmacists in monitoring patient compliance; and technology for improving the efficacy of healthcare systems.

To roll out that strategy, the PHARMAGEST Group has developed specialised businesses, including pharmacy IT, e-Health solutions, solutions for healthcare professionals, solutions for laboratories, connected health devices and apps, and a sales financing marketplace.

These businesses are divided into 4 Divisions: the Solutions for Pharmacy Division – Europe, the Solutions for Sanitary and Medico-Social Establishments Division, the Solutions for e-Health Division, and the FinTech Division.

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ISIN: FR0012882389 – Reuters: PHA.PA – Bloomberg: PMGI FP



For all the latest news on the PHARMAGEST Group, go to www.pharmagest.com

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