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VIVACTIS STRENGTHENS ITS POSITION AS THE LEADING HEALTHCARE ADVERTISING AND MARKETING AGENCY IN FRANCE WITH THREE FOLLOW-ON ACQUISITIONS: IPS, SFC AND CANAL 55-CONGRÈS

November 2004

VIVACTIS acquires three additional companies: **IPS**, **SFC** and **CANAL 55-CONGRÈS**.

IPS is a French public relations agency dedicated to the food and pharmaceutical industries, purchased from its founder managers who have reinvested into Vivactis.

SFC is a company focused on on-going training for doctors. Its founders will continue to grow the company within the “Vivactis Formation” division.

CANAL 55-CONGRÈS is a specialist conference and event organisation for the medical industry. Vivactis will benefit from synergies with its existing Alinéa Plus Communications subsidiary. Medical conferences are expected to be a major area of development for Vivactis.

VIVACTIS is the leading pharmaceutical marketing and communication services company in France. The group offers a full range of marketing services for the pharmaceutical industry, including advertising agency services, specialist press, clinical trials, event management and direct marketing. Vivactis is 65% owned by Activa Capital and 35% by the Vivactis management. In 2004, Vivactis is expected to realise total sales in excess of €30 million. In addition to these three acquisitions, further external growth strategies are being examined.

ACTIVA CAPITAL is an independent French private equity firm dedicated to MBO and growth capital investments in mid-market French companies.

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