

KEY PRODUCTS AND SERVICES

A. DIS Key Products and Services

1. VIDAL Drug Directory

- Launched in 1911, VIDAL has huge brand recognition in France, not only with the medical profession and the pharmaceutical industry, but also with the general public. It has a de facto quasi-official status as the “gold standard” for drug information. VIDAL red book is published annually (in January) with two updates during the year (in May and October). On each of the products listed in the drug directory, VIDAL provides full disclosure information in the form of drug monographs summarising official information on key characteristics for each drug, specifically composition, indications, dosage, posology, contraindications, interactions, side effects, price and pharmacology
- VIDAL is organised by drug name in alphabetical order with comprehensive cross-indexing by pharmaceutical therapeutic class, product name, molecule, generic and manufacturer
- VIDAL is delivered with the VIDAL memo, which is an easy-to-carry summarised version of the main directory, and with one annual printed update
- The directory is distributed free to “eligible” general practitioners and specialists. It is also sold to pharmacists, hospitals and other healthcare professionals. Sales price includes free electronic access to VIDAL News, a weekly newsletter on drugs, and to VIDALpro, an Internet web site

2. Vademecum – Spain

Vademecum

- Launched in 1959, Vademecum is published annually in July. On each of the drugs referenced within the drug directory, Vademecum provides full disclosure information on key characteristics for each drug, including composition, indications, dosage, contraindications, interactions, side effects and price
- Vademecum is organised in alphabetical order by pharmacos with comprehensive cross-indexing by product name, active ingredient and therapeutic class
- Vademecum drug directory has been distributed free both in print and on CD-ROM since 1997 to general practitioners and specialists, and since 1996 via the medical “colegios” (doctors’ regional associations), which is an efficient and low-cost distribution system that works without a dedicated salesforce
- Created in 1992, Mini Vademecum is a pocket drug guide published annually in July. It is distributed together with Vademecum

3. Simposium – Portugal

Simposium

- Launched in 1956, Simposium is the leading drug directory in Portugal. It is published on an annual basis with one update
- On each of the drugs referenced in the drug directory, Simposium provides concise information on key characteristics for each drug, including composition, indications, dosage, contraindications, interactions, side effects, price and pharmacology. This information is provided by the pharmaceutical company
- The Simposium drug directory is distributed free of charge to GPs, specialists and hospitals

4. Medex/Medasso (Benelux)

- Launched in 1977 in Belgium and acquired in 1997 by MediMedia, Medex/Medasso is published three times a year in April, September and December. On each of the drugs referenced within the drug directory, Medex/Medasso provides concise information on composition, symptoms, dosage, side effects, price and contraindications, organised, among other things, by therapeutic class
- The Medex/Medasso drug directory print version is distributed free to a rolling circulation of general practitioners and specialists; through postal services for the office directory to general practitioners; and through medical representatives in all other cases
- Medex/Medasso is also available in a pocket edition organised in alphabetical order, published three times a year (single-sponsored editions)

The online version of Medex (Medex Online) was launched four years ago with access limited to healthcare professionals, and online advertising is expected to represent a growing part of revenues in future years

5. Gelbe Liste Pharmindex (Germany)

- Launched in 1969, Gelbe Liste is one of the most recognised brands in the German healthcare market. Gelbe Liste (Yellow List) Pharmindex is published four times a year in January, April, July and October. On each of the drugs listed within the drug directory, Gelbe Liste provides concise information on drug composition, dosage, symptoms, contraindications, interactions, price and by-products. Products are listed in alphabetical order of drug name and cross-indexed by pharmaceutical company, therapeutic class and active ingredients
- The print version of the Pharmindex drug directory is distributed free to GPs by post.

6. Pharmindex Kompendium (Poland and Hungary)

- Pharmindex Kompendium is a drug directory containing full disclosure monographs for all drugs registered and available on the market in each country. It is published in Poland in December and in Hungary in June of each year.
- Copies of the Kompendium are either sold directly to doctors, or sold to pharmaceutical companies, who use them as gifts for doctors

7. **Spravotchnik VIDAL (Russia)**

- Spravotchnik VIDAL is a full disclosure drug directory (like the Kompendium) published once a year in January in Russia. It targets doctors and encompasses a list of drugs with full drug monographs as well as abbreviated texts
- It is mainly distributed free of charge to GPs and other healthcare professionals.

8. **MIMS (Asia)**

MediMedia Asia operates through one main DIS brand in most of the Asian countries. MIMS was originally launched in 1969 in Singapore, Malaysia and the Philippines, in Hong Kong and Indonesia in 1972, Thailand in 1973, Korea in 1988, Taiwan in 1990, Vietnam in 1993, China in 1995, Myanmar in 1997 and Bangladesh and Sri Lanka in 1998

MIMS (Master Index of Medical Specialities)/MIMS Annual/MIMS Speciality Editions

- MIMS is the leading drug information brand across the Asia-Pacific zone. More specifically, it is published and distributed in Hong Kong, China, Taiwan, Bangladesh, Indonesia, Myanmar, Malaysia, the Philippines, Singapore, Sri Lanka Thailand, Vietnam, Korea (under the KIMS brand) and India (under the CIMS brand)
- MIMS encompasses all information essential to prescribers on prescription products available on each market. A Brevier version is distributed at varying intervals ranging from every 3 to every 6 months plus an annual edition depending upon the country
 - MIMS also publishes special editions providing health professionals with a speciality-specific, comprehensive drug information that includes disease management planning, comparison tables, and a comprehensive drug-disease classification index
 - MIMS has been available online since 1998 and on CD-ROM since 1997 (see MIMS CliniConsult below). MIMS is currently also available in pda
 - The MIMS print directory is mostly distributed free of charge to GPs/specialists
- MIMS Annual provides full disclosure information on all prescription products cross-referenced to MIMS (detailed information on mechanism of action, indications, dosage, overdose, contraindications, warnings, precautions, interactions and adverse effects)
 - In Vietnam, the publication is known as VIDAL and provides information in Vietnamese

- MIMS Annual is published once a year in Hong Kong, China, Indonesia, Myanmar, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Korea (under the KIMS brand)

9. MIMS (Australia and New Zealand)

- Launched in 1963 in Australia and in 2001 in New Zealand, MIMS is the leading drug directory brand across the Asia-Pacific zone. It is published both in Australia and New Zealand as well in most Asian countries where MediMedia has a presence
- In Australia it is published in two formats
 - MIMS Bimonthly, encompassing abbreviated prescribing information on all prescription and most non-prescription products on composition, dosage, adverse reactions, interactions, presentation and health subsidy (PBS) status. It targets mainly GPs, some specialists, nurses, hospitals, nursing homes and pharmacists
 - MIMS Annual, the most accurate, comprehensive and up-to-date printed drug reference containing full, detailed and approved prescription information on major drugs. It targets doctors, including a high proportion of specialists, as well as hospitals and pharmacists

MIMS has been available online since 1997, accessed via secure intranets, mainly in public hospitals as part of an integrated data service provided by HCN. A MIMS CD-ROM (eMIMS) containing all the MIMS directories was launched in 1996 and the MIMS database has been provided in an ASCII format for integration into Rx software packages since 1995

B. Trade Press Key Products and Services

1. Asia

Historically the business was organised on a regional basis mainly from Hong Kong and the language was predominantly English. However, as the market developed, local editions have been launched to meet the requirements of both readers and advertisers. Advertising can be sold to reach both regional and local audiences

Medical Observer/Medical Tribune

- Launched in 1986 in Southeast Asia and acquired by MediMedia in 1994, Medical Observer/Medical Tribune is a regional medical newspaper focusing on medical news, disease and practice management, research and development, and leisure and culture. Medical Tribune is published under the name Medical Observer in China and Korea as the trademark Medical Tribune already exists in those countries and belongs to competitors
- Medical Tribune/Medical Observer is issued monthly in Hong Kong, China, Indonesia, the Philippines, Singapore and Vietnam, whereas it is bi-monthly in Malaysia and weekly in Korea

2. **Medical Observer (Australia)**

- Medical Observer is a weekly tabloid for general practitioners. It was launched as a fortnightly in 1987, acquired by MediMedia in January 2000 and went weekly in February 2001. It is distributed on a controlled circulation basis to GPs and selected specialists and is financed by pharma advertising