



News

For Immediate Release

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IMS and ACNielsen Launch Breakthrough Consumer Healthcare Tracking Service in Japan

OTC Retail Dynamics™ Provides Clients with Complete Sales Insights, From the Wholesaler and Retailer, to the Consumer

TOKYO, JAPAN, August 8, 2005 – IMS Japan and ACNielsen Corporation Japan today announced the launch of *OTC Retail Dynamics*, a revolutionary tool for measuring and analyzing the Over-The-Counter (OTC) market.

OTC Retail Dynamics is the first integrated solution for the consumer healthcare market in Japan, combining *Sell-in* information (from wholesalers to retailers) with *Sell-out* information (from retailers to consumers) to provide a holistic view of this dynamic market. *OTC Retail Dynamics* provides unprecedented accuracy, granularity of information and insight into OTC market trends as well as trends in retail stocks and returns.

“IMS Japan and ACNielsen Japan formed this partnership 18 months ago to develop a powerful consumer healthcare service that would combine our organizations’ strengths and industry knowledge,” said Tatsuyuki Saeki, President of IMS Japan. “*OTC Retail Dynamics* offers clients a unique and integrated service that will provide them with a more precise understanding of the entire consumer supply chain.”

With the ability to analyze consumer sales down to Prefecture and even City level, *OTC Retail Dynamics* will support not only a manufacturer’s marketing decision-making, but also its sales force management.

"In a complex and fast-changing market, *OTC Retail Dynamics* will empower clients with a holistic understanding of key trends and a comprehensive view of the competitive landscape," said Lennart Bengtsson, Managing Director of ACNielsen Corporation Japan. "Our objective is to establish *OTC Retail Dynamics* as the performance measurement standard in the OTC industry."

IMS and ACNielsen announced a strategic alliance in late 2003, covering major countries in the Americas, Europe and Asia Pacific. *OTC Retail Dynamics* is the first product launched as a result of this alliance in Japan, and has been developed specifically to meet the unique needs of this market.

About IMS

Operating in more than 100 countries, IMS Health is the world's leading provider of information solutions to the pharmaceutical and health-care industries. With \$1.6 billion in revenue in 2004 and more than 50 years of industry experience, IMS offers leading-edge business intelligence products and services that are integral to clients' day-to-day operations, including marketing effectiveness solutions for prescription and over-the counter pharmaceutical products; sales optimization solutions to increase pharmaceutical sales productivity; and consulting and customized services that turn information into actionable insights. Additional information is available at <http://www.imshealth.com>

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns. To learn more, visit www.acnielsen.com.