

**ANSWERS.**

ANSWERS

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In the global health-care and pharmaceutical industries, there are complex questions at every step of the way. Where to invest. How to launch. How to sustain growth. How to connect to prescribers, patients, payors and providers.

ASK.

When the stakes are higher,  
the competition tougher,  
and the risks and rewards  
greater than ever, questions  
multiply and the need  
to know grows ever more  
important.

KNOW.

# IMS.

There is an answer for every critical question. It's a matter of knowing how to find it in the data, trends, analyses, opinions and attitudes in markets worldwide.

IMS knows how to find those answers — helping companies develop, market and sustain breakthrough therapies in healthcare. That's what makes IMS an indispensable, valued partner to this industry.

Each day, the people of IMS find new ways to help customers make better decisions, with information, analysis and solutions built precisely around the ways pharmaceutical and healthcare companies work.

## HERE'S HOW WE DO IT:

PORTFOLIO OPTIMIZATION	LAUNCH MANAGEMENT	BRAND MANAGEMENT	SALES FORCE EFFECTIVENESS	CONSUMER HEALTH	MANAGED CARE
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# THE SECRET IS IN THE MIX.

“One of the toughest decisions our customers face is how to optimize their investments in established brands, new therapies and new approaches. Which product has blockbuster potential? What deserves the biggest promotional push? Should they license a drug? Make an acquisition? What’s the impact of generics? We help answer the tough questions — bringing strength and balance to the mix by narrowing down choices, forecasting outcomes and pinpointing options that deliver the best return.”

## ANSWERS.

PORTFOLIO OPTIMIZATION | LAUNCH MANAGEMENT | BRAND MANAGEMENT | SALES FORCE EFFECTIVENESS | CONSUMER HEALTH | MANAGED CARE

**FILLING THE PORTFOLIO GAP:** A pharma company grows concerned when its development pipeline fails to deliver significant new drugs to a major therapy class. How can the company fill the revenue gap and maintain market share? One possibility is licensing a drug from another manufacturer — but finding exactly the right product can be complex.

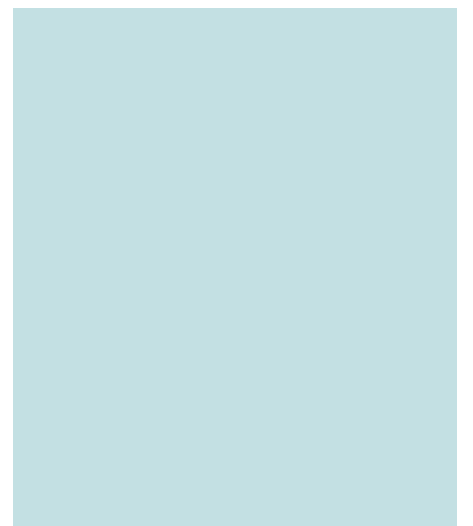
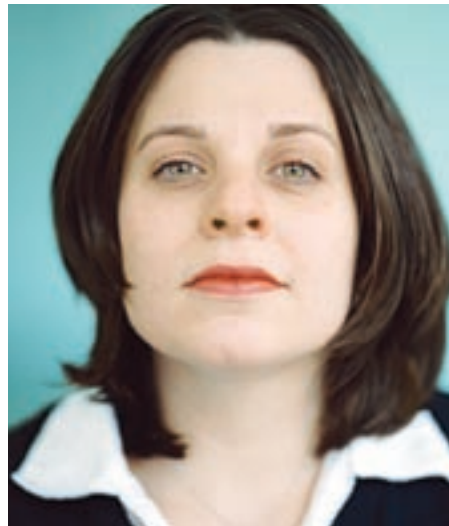
Working with the client, we first define criteria for screening candidates worldwide — among them, the product type, therapy area, phase of development and reimbursement status. While the first cut presents hundreds of candidates, we’re able to narrow them down quickly by looking at them from two perspectives: *opportunity* (how attractive a

candidate is across different metrics) and *accessibility* (how easy it will be to secure, which includes identifying potential roadblocks to a license agreement).

We prioritize and weight these inputs for a final, intensely focused screening that uses “what if” scenarios to forecast outcomes of different choices. The result: a comprehensive list of candidates delivered in an interactive model. Various shortlists can then be generated based on client challenges, parameters and priorities — including, for example, those with the greatest sales potential, greatest degree of accessibility, best therapeutic fit or highest growth potential.



FROM LEFT TO RIGHT, IMS CONSULTING'S CALUM NEISH, ANALYST; CAROLE JONES, PRACTICE LEADER, PORTFOLIO DEVELOPMENT — EUROPE; AND JULIET DAVIS, PROJECT MANAGER.



TOP ROW (L-R): DAVE WEBER, DIRECTOR, PRIMARY DATA MANAGEMENT; JOAN TRATENBERG, MANAGER, STATISTICAL DEVELOPMENT; AND DARRELL PHILPOT, DIRECTOR, ADVANCED ANALYTICS. MIDDLE ROW: DOLORES CASINELLI, DATA ACQUISITION QUALITY CONTROL ANALYST, PRIMARY DATA MANAGEMENT; ANTONIETTA FORTE, RESEARCH MANAGER, MANAGEMENT CONSULTING; AND KEN COPELAND, SENIOR DIRECTOR, STATISTICAL SERVICES. BOTTOM ROW: JAMES SPANGLER, PROMOTIONAL PANEL ADMINISTRATION SUPERVISOR, PRIMARY DATA MANAGEMENT; AND MARIA GOMEZ, SENIOR MANAGER, INTEGRATED PROMOTIONAL SERVICES & CUSTOM RESEARCH PROGRAM STUDIES.

# WINNING THE RACE, RIGHT FROM THE START.

“In this business, a successful drug launch means just about everything. A new drug’s overall success can be predicted in just the first few months. From long before a launch to critical make-or-break times, we deliver what launch managers need, at every step of the way. Pre-launch market analysis and competitive assessments. Positioning, promotion and pricing recommendations. Forecasts and fast, accurate post-launch tracking. Solid advice on course corrections. Right out of the gate, we make the difference.”

## ANSWERS.

PORTFOLIO OPTIMIZATION | **LAUNCH MANAGEMENT** | BRAND MANAGEMENT | SALES FORCE EFFECTIVENESS | CONSUMER HEALTH | MANAGED CARE

**HIGH STAKES, SMART DECISIONS:** Two pharmaceutical companies join forces to launch a new drug with multiple uses. While the launch will clearly benefit both, it requires precise monitoring to ensure that distinct promotional messages are on point and that royalties are shared equitably between the partners.

We begin with data that provides an accurate measure of prescription volumes and prescribing patterns, tracking hundreds of physicians on a range of metrics — from use of drug and dosage level to renewals of lapsed prescriptions. This data is then augmented with valuable strategic and tactical decision-making input from physicians, thanks to online prescriber research available through our partnership with Harris

Interactive® and other resources around the world.

We then integrate this primary research with a customized mix of IMS market data and state-of-the-art analytics. The result: The two companies can determine actual sales results for specific indications and gauge the drug’s progress over time through longitudinal measures such as refills, dosage levels and switching. Armed with our broad market intelligence and analytical expertise, these co-owners can measure and track the drug’s performance — and rapidly alter marketing activities if results are off plan.

When it comes to co-marketing, precise, independent, objective monitoring is an absolute must to get the most from a multi-market launch — right from the start.

Our business begins with the data we gather on an unmatched scale. But data is just the beginning. We have the expertise to translate facts and figures into the trends and perspectives that shape strategies.

Did you  
know that  
IMS...

GATHERS INSIGHTS FROM  
29,000 DATA SUPPLIERS AND  
225,000 SUPPLIER SITES  
WORLDWIDE



MEASURES  
75 PERCENT OF  
ETHICAL DRUG  
SALES IN 100+  
COUNTRIES

ASSESSES PHARMA  
PROMOTIONAL ACTIVITIES  
IN 20+ MARKETS

MAKES 100+  
TERABYTES OF  
DATA AVAILABLE  
TO CUSTOMERS  
AROUND THE  
CLOCK

TRACKS 1 MILLION+  
PRODUCTS FROM OVER 3,000  
ACTIVE DRUG MANUFACTURERS

CONDUCTS  
MEDICAL SURVEYS  
IN 45+  
MARKETS

TRACKS PRESCRIPTIONS FROM  
MORE THAN 1.3 MILLION  
PRESCRIBERS IN THE U.S.

TAKES THE  
PULSE IN MARKETS  
IN OVER 100  
COUNTRIES

ims

# DELIVERING THE MESSAGE, SUSTAINING THE BRAND.

“Few assets are more important than a strong, resonant brand. Building and sustaining that brand depends on delivering the right message to the right people. IMS helps clients do just that — gauging market trends, interpreting feedback, defining memorable brand positions, and helping to maximize the impact of every advertising and promotional dollar. The result? Brand portfolios that live up to their potential, achieving higher share and better returns.”

## ANSWERS.

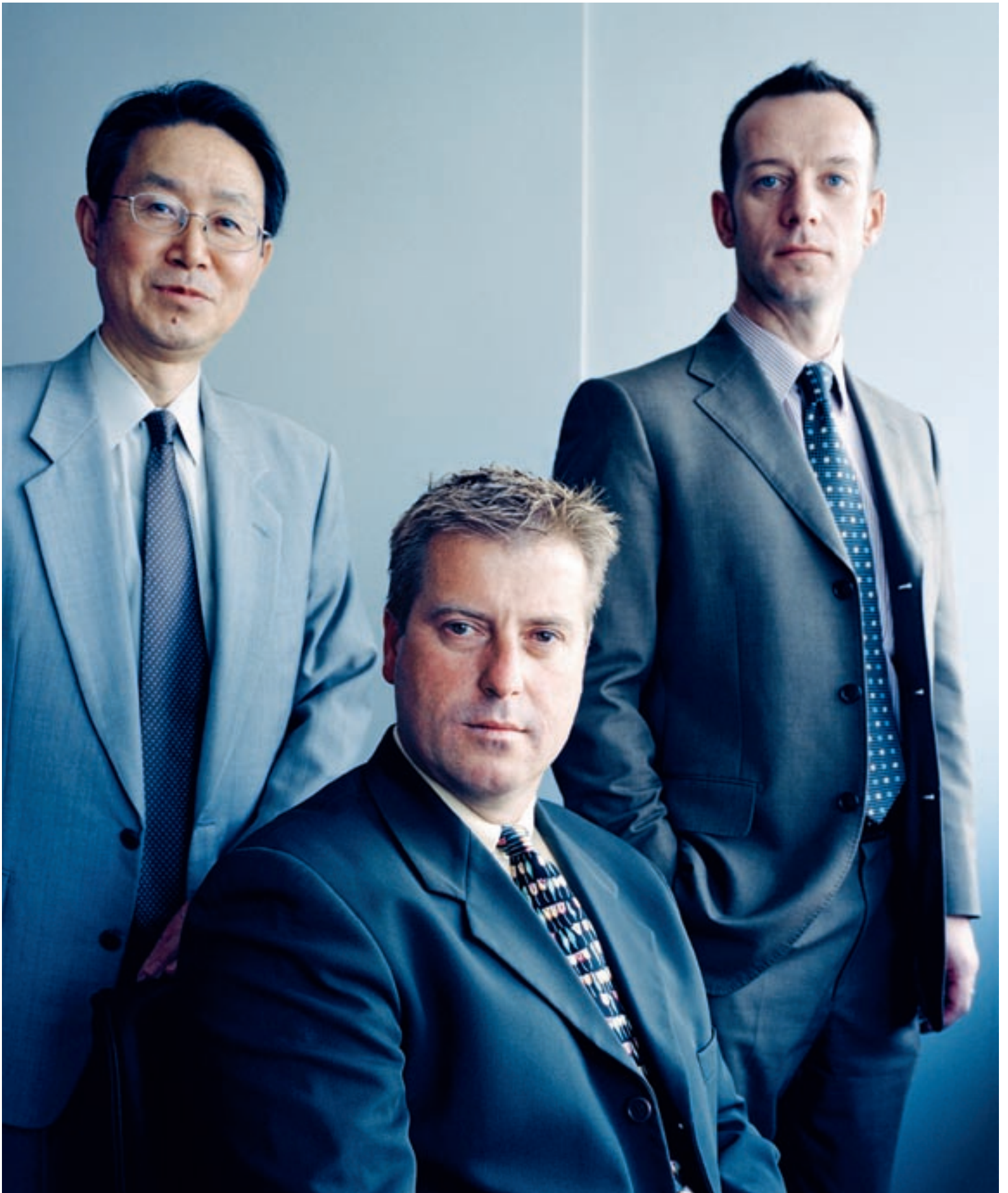
PORTFOLIO OPTIMIZATION | LAUNCH MANAGEMENT | **BRAND MANAGEMENT** | SALES FORCE EFFECTIVENESS | CONSUMER HEALTH | MANAGED CARE

**RECHARGING A BRAND:** In Japan, a global pharma client sees sales of its leading product slip. In an effort to recharge the brand, the company finds a valuable ally in IMS Battaerd Mansley, a member of IMS’s Consulting and Services team, based in Asia Pacific.

In a world where one-on-one marketing still drives sales, our consultants — many drawn from top pharma ranks — review and refine the message sales representatives take into the field. Armed with research on physician attitudes and prescribing behavior, the team helps to craft a brand position that focuses on the product’s therapeutic value while clearing less resonant messages out of the way. Another imperative is

making sure the message is driven home — not only in what representatives say, but with clearer, more targeted communications and a more strategic allocation of resources.

The campaign’s progress is tracked through a range of customized analyses — including promotional effectiveness and share of voice — and benchmarked against key competitors and the marketplace. Those analyses are delivered online, via CD-ROM, or increasingly used to populate executive management “dashboards.” Within three months, sales begin to rise, and IMS begins working across the product portfolio, boosting the performance of other products through more nimble, effective brand management.



FROM LEFT TO RIGHT, ISAO MORI, BUSINESS CONSULTANT, IMS BATTARD MANSLEY; MARJAN MIKEL, VICE PRESIDENT, CONSULTING AND SERVICES, IMS JAPAN; AND IMS BATTARD MANSLEY BUSINESS CONSULTANT MARK ELLIOTT.



IMS CONSULTING DIRECTOR PANKAJ KUMAR, PH.D. (LEFT); AND RON BRAND, GROUP DIRECTOR, IMS CONSULTING.

# WHEN A MINUTE IS ALL THEY HAVE.

“A doctor rarely has more than a minute or two to spend with a sales rep. When a point of market share can mean tens of millions of dollars of revenue, getting the maximum out of every sales call is essential. We know that. And we have the talent and precise methodologies that help sales managers work smarter, and sales reps sell better. That’s the kind of edge we provide — in a tough environment, where every minute counts, we make every minute count for more.”

## ANSWERS.

PORTFOLIO OPTIMIZATION | LAUNCH MANAGEMENT | BRAND MANAGEMENT | SALES FORCE EFFECTIVENESS | CONSUMER HEALTH | MANAGED CARE

**A BETTER WAY TO SEGMENT:** A pharma company launches a drug into a crowded therapeutic class. A year later, with performance and share missing projections, the client asks for help — and IMS responds.

The IMS answer is a more sophisticated, actionable way to organize the market — a proprietary methodology we call *IMS Integrated Segmentation*<sup>SM</sup>. Blending demographic and psychographic data and analysis, we zero in on the most promising channels and segments — and enable the client to tailor messages precisely for each one.

First, we survey physicians and combine their expressed beliefs and attitudes with other data, including demographics

and prescribing behavior. We then apply expertise in segmentation and predictive modeling to extrapolate the total market and create a more accurate and distinct view.

Then, we put analysis into action by developing tailored promotional approaches: for physicians who respond to clinical data, for example, concentrate on research results; for those focused on the manufacturer behind the product, stress the drug-maker’s long-term commitment to a therapy class; for those following the industry’s thought leaders, stress the fit with leading-edge theories and best practices. And we provide services, applications and data, enabling clients to monitor their sales strategy success and sales operations effectiveness.

# INSIDE THE MEDICINE CABINET.

“Day by day, we build strong relationships with our Consumer Health customers, the people who develop and distribute over-the-counter (OTC) products. They trust our judgment, because we deliver an accurate picture of OTC products in key markets — by sales channel and competitor. And we help optimize their sales and marketing decisions. So clients aren’t just talking to us about data anymore, but about issues, strategies and solutions.”

## ANSWERS.

PORTFOLIO OPTIMIZATION | LAUNCH MANAGEMENT | BRAND MANAGEMENT | SALES FORCE EFFECTIVENESS | **CONSUMER HEALTH** | MANAGED CARE

**DASHBOARD VIEW:** At a pharma’s consumer health division, a key product falls short of sales targets. Managers soon realize there is only one path to a cure: a clearer understanding of the marketplace, including better customer segmentation and faster feedback on sales results.

IMS begins by analyzing sales and marketing data, covering both Rx and OTC competitors. We call this “show me the category,” because that’s exactly what we do. We also add qualitative feedback through online surveys of pharmacists and consumers, yielding a wealth of information by com-

paring pharma companies in the OTC market, whether by product line, quality of customer relationships, communications, or sales force effectiveness.

Finally, we work with the client’s sales team to sharpen segmentation and account profiling skills. This allows sales reps to spend more time and energy on what they do best — selling. At the same time, IMS territory management software enables both reps and sales managers to find all the real-time data they need in a single, simple visual format.



FROM LEFT TO RIGHT, IMS CONSUMER HEALTH'S CLAIRE CONROY, CROSS-CATEGORY SPECIALIST; DIRECTOR DEE WILLCOX; AND HUGH MCGLYNN, CLIENT SERVICE MANAGER.

By answering the most critical questions, we're making it possible for our customers to develop, market and sustain new, sometimes revolutionary, therapies in healthcare markets worldwide.

We don't just provide information. We deliver full decision support — studying markets and forecasting outcomes, analyzing issues and solving problems, and helping to develop tactics and strategies that win in the marketplace.



FROM LEFT TO RIGHT, KATHY SALVINO, PRODUCTION LEADER, CLIENT SERVICES; ARNOLD LASH, SENIOR MARKETING MANAGER, MANAGED CARE; AND JOY STEWART, ASSOCIATE PRODUCT MANAGER, MANAGED CARE MARKETING.

# MANAGING MANAGED CARE.

“Over 85 percent of U.S. retail prescriptions are paid for by third parties and 73 percent by managed care organizations, which play a central role in setting market parameters: what drugs are prescribed and how much they cost patients. So, for pharma companies, managing managed care is critically important. Enter IMS. We understand managed care. We help clients assess opportunities. We track and analyze sales results to ensure that every contract is delivering as expected. If performance falls short, we prescribe the remedy.”

## ANSWERS.

PORTFOLIO OPTIMIZATION	LAUNCH MANAGEMENT	BRAND MANAGEMENT	SALES FORCE EFFECTIVENESS	CONSUMER HEALTH	MANAGED CARE
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**CHARTING THE COURSE:** To assure the broadest distribution of its products, a pharma company signs contracts with several large managed care plans. Over time, however, sales fail to meet short-term expectations. IMS is asked to find out why — and suggest ways to accelerate growth.

We begin by examining the various plans, using deep IMS business intelligence to assess each plan’s list of approved drugs; compare co-pay levels and the relative position of our customer’s products with competing drugs; and measure the extent to which plans monitor and control prescriptions, and doctors have the freedom to prescribe out-of-plan drugs. At the same time, we evaluate the plans’ relationships with

organizations, such as large medical groups, that may also influence prescribing behavior.

We also check whether penetration is consistent across geographies, using state-by-state comparisons of product performance, whether payment is in cash, by third-party payor or through Medicaid. Finally, using IMS Data Niche Associates’ *Rebate Validation Service*, we determine whether our client’s payments to the plan are accurate by checking how well they correlate to product utilization.

For the customer, our objective tracking and analysis yield results by shining a critical spotlight on an increasingly important market driver — and by making actionable recommendations to help clients achieve maximum ROI.



DAVID M. THOMAS, CHAIRMAN AND CHIEF EXECUTIVE OFFICER

# DEAR STAKEHOLDERS:

2003 was an exceptional year for IMS — a year in which we delivered a strong financial performance with accelerating growth, fueled by the energy and determination of our teams around the world. We enhanced our global execution, invested in new data, offerings and skills, and dramatically expanded our consulting and services capabilities. At a time when our pharmaceutical clients face unique challenges and vigorous competition in every therapeutic area, they are turning to IMS as a valued partner that drives results.

## OUR FINANCIAL PERFORMANCE

IMS's financial results for 2003 were very strong. Revenue growth climbed 13 percent year over year to \$1.38 billion. Our profit margins and return on invested capital were excellent in 2003, and we continued to generate significant cash flow to invest in our growth and create value for shareholders.

IMS's financial model is sound and our balance sheet is solid. Cash, cash equivalents and short-term marketable securities increased by \$95 million, while total debt increased by \$32 million. Average fully diluted shares outstanding decreased from 287 million in 2002 to 247 million in 2003, due to the

successful split-off of Cognizant Technology Solutions and our ongoing share repurchase program.

For complete details on our results, you can refer to the company's 2003 earnings press release and SEC Form 10-K, which can be found on [www.imshealth.com](http://www.imshealth.com).

## OUR PROGRESS IN THE MARKETPLACE

Growth was driven by the success of our new offerings and the excellent performance of our consulting and services business. The investments we have made in the past three years in

new data assets, skills and acquisitions are paying off. We had particular success in our sales force effectiveness offerings and in portfolio optimization solutions.

On a regional basis, our performance was excellent throughout the Americas, Europe and Asia Pacific. The one exception was Japan, where we were affected by a data disruption that led us to remove our key sales force effectiveness offering from this market. We expect resolution on this issue in 2004.

IMS's competitive position is stronger than ever, and 2003 was a year of significant wins in all regions. A common thread in comments from customers following these wins was that IMS simply offered better data, better experience and knowledge about the industry, and a terrific team. In short, we delivered greater value — and greater opportunity for our customers to succeed in the marketplace.

Our principal consulting and services business, which creates value for clients in key areas such as pricing and reimbursement, strategic market development, performance effectiveness and information management, grew 24 percent in 2003. Total consulting and services revenue, including publications, passed the \$100 million milestone for the first time last year.

#### THE VALUE WE DELIVER

Data, and our proprietary methodologies for creating high-impact solutions from that data, remain the foundation of our business. Last year, we expanded our coverage in Medicaid, specialty retail, long-term care, oncology, specialty mail-order and pharmacy data outside the U.S.

New data assets enabled us to introduce innovative new applications, as well as add new features and functions into our core offerings. Longitudinal prescription data is now enhancing major offerings, for example. And in 2003, we

made one of our strongest portfolio optimization offerings even stronger, launching *MIDAS Quantum*<sup>TM</sup> — the industry's only global pharmaceutical information system — with better data delivered more rapidly, improved analytics, broader coverage, and faster, more flexible insights.

In 2003, we invested in seven acquisitions — two in the Americas, four in Europe, and one in Asia Pacific — to expand our capabilities in key areas, including consulting and services, promotional effectiveness and managed care. Our acquisitions added about three percentage points of growth to our business.

#### THE INDUSTRY WE SERVE

The market we serve continues to show strong growth and the demand for our products and services is also strong. The outlook for the pharmaceutical industry is for 8-11 percent compounded growth through 2007 — representing significant opportunity for IMS. Driving that growth is a strengthening drug development pipeline, changing demographics and the larger role pharmaceuticals can play in reducing overall healthcare costs.

Yet, cost-containment, trade dynamics, public policy issues, the growth in generics and intense competition are among the many factors that frame the increasingly complex pharmaceutical and healthcare landscape. The challenges of this environment make decision-making tougher for our customers, but at the same time drive the development of new capabilities at IMS. Today, we are better positioned and more capable than ever to partner with our customers to address their issues.

That means tremendous opportunity for us. We have aligned our operations and offerings to directly address and support the key challenges our customers face in optimizing portfolios, delivering successful launches, sustaining critical brands, increasing sales force productivity and more.

**LEADERS.** "A COMMON THREAD IN COMMENTS FROM CUSTOMERS WAS THAT IMS SIMPLY OFFERED BETTER DATA, BETTER EXPERIENCE AND KNOWLEDGE ABOUT THE INDUSTRY, AND A TERRIFIC TEAM. IN SHORT, WE DELIVERED GREATER VALUE..."

## OUR HERITAGE

2004 marks a milestone in IMS history — our 50th anniversary. The pharmaceutical industry has grown tremendously over the past five decades, and IMS has kept pace with it. After 50 years, we remain a growth company because we continue to supply a product that never goes out of style — fresh information, insights and ideas — and we continue to transform ourselves and our capabilities to meet the changing needs of customers.

Today, customers tell us that our information — and our knowledge — is more essential than ever. They expect us to continue innovating, and providing the answers to increasingly complex issues. Our global data assets, global coverage in 100+ countries — and the consulting and services skills to put this information into action — position us uniquely to take advantage of this opportunity.

That is a great foundation for continued growth.

## THE FUTURE WE'RE CREATING

Ultimately, what sets IMS apart is the spirit, drive and expertise of our people. I'm proud of our team and all they have done to maximize our clients' success and sharpen our focus on execution — creating shareholder value. The talent of our team is unmatched in the industry, and their capabilities enable us to maintain our leadership position.

A strong customer set, an aggressive strategy, a talented and committed workforce and carefully targeted investments — that's what drove our performance in 2003, and that's how we will continue to win in the marketplace and increase the value of your investment in IMS.



DAVID M. THOMAS

Chairman and Chief Executive Officer

## PROTECTING PRIVACY: AN IMS COMMITMENT TO HEALTH INFORMATION STEWARDSHIP

IMS, a global leader in information solutions, also strives to be a global leader in protecting individual privacy as it relates to the data we analyze and distribute for our clients.

Personal health information is among the most sensitive information relating to individuals. That's why we enforce strict controls to ensure that patient privacy is preserved and respected. Our syndicated products and services are based on records from which a patient cannot be identified. IMS also conducts permissioned primary research with patients and is committed to using that information responsibly and in compliance with local laws.

Privacy has become an increasingly important legislative and public policy issue throughout the world. In this constantly changing environment, IMS has established a Global Privacy Council, whose primary mission is to develop and disseminate comprehensive privacy principles and practices that reflect the national and local regulations in those countries where we operate. The ongoing work of the Council aims to ensure IMS's continued leadership in health information stewardship in a manner that balances the promotion of improved healthcare and individual privacy.

**INNOVATION.** "AFTER 50 YEARS, WE REMAIN A GROWTH COMPANY BECAUSE WE CONTINUE TO SUPPLY A PRODUCT THAT NEVER GOES OUT OF STYLE — FRESH INFORMATION, INSIGHTS AND IDEAS — AND WE CONTINUE TO TRANSFORM OURSELVES AND OUR CAPABILITIES TO MEET CHANGING NEEDS."

## PORTFOLIO OPTIMIZATION

IDENTIFYING AN OPTIMAL MIX OF PRODUCTS IN CLIENTS' PORTFOLIOS AND PIPELINES TO ADVANCE HEALTHCARE AND PRODUCE THE BEST RETURNS.

- MARKET OPPORTUNITY ASSESSMENT
- STRATEGIC BUSINESS PLANNING
- NEW BUSINESS DEVELOPMENT
- PORTFOLIO PERFORMANCE TRACKING

## LAUNCH MANAGEMENT

PARTNERING WITH CUSTOMERS TO PLAN AND EXECUTE PRODUCT LAUNCH STRATEGIES THAT MAXIMIZE EARLY MARKET PERFORMANCE, AND CREATE A FOUNDATION FOR SUSTAINED SUCCESS.

- MARKET AND COMPETITIVE ASSESSMENT
- MARKET POTENTIAL AND BRAND OPTIMIZATION
- PROMOTIONAL EFFECTIVENESS
- POST-LAUNCH TRACKING

## BRAND MANAGEMENT

HELPING BRAND TEAMS FIND OPPORTUNITIES TO MAXIMIZE GROWTH AND PERFORMANCE, AND MINIMIZE RISK THROUGHOUT THE PRODUCT LIFECYCLE.

- PERFORMANCE MANAGEMENT
- PROMOTION OPTIMIZATION
- FORECASTING
- LIFECYCLE MANAGEMENT

## SALES FORCE EFFECTIVENESS

EMPOWERING CLIENTS TO MAKE FASTER, SMARTER DECISIONS TO ENHANCE SALES FORCE PRODUCTIVITY.

- SEGMENTATION, TARGETING AND CALL PLANNING
- SALES FORCE SIZING AND DEPLOYMENT
- COMPENSATION
- TERRITORY MANAGEMENT

## MANAGED CARE

UNDERSTANDING MANAGED CARE'S EFFECT ON THE U.S. PHARMACEUTICAL MARKETPLACE TO UNLOCK A PRODUCT'S FULL POTENTIAL.

- PLAN STRATEGY
- PLAN CONTRACT MANAGEMENT
- PLAN CONTRACT TRACKING
- FORMULARY ASSESSMENT
- PHYSICIAN AFFILIATION AND PERFORMANCE

## CONSUMER HEALTH

PROVIDING OTC MANUFACTURERS WITH OFFERINGS THAT FOSTER A BETTER UNDERSTANDING OF CONSUMER PURCHASING DYNAMICS AND PROMOTIONAL IMPACT.

- SEGMENTATION AND SALES FORCE MANAGEMENT
- STRATEGIC BUSINESS PLANNING
- MARKET OPPORTUNITY ASSESSMENT
- PERFORMANCE MANAGEMENT

## BOARD OF DIRECTORS

**CONSTANTINE L. CLEMENTE** is retired executive vice president, Corporate Affairs, secretary and corporate counsel of Pfizer Inc., a global pharmaceutical company. He was elected to the IMS board in 2001 and serves on the Nominating and Governance Committee.

**JAMES D. EDWARDS** is former managing partner – Global Markets for Andersen, the public accounting firm. He was elected to the IMS board in 2002 and is a member of the Audit Committee.

**KATHRYN E. GIUSTI** is president of the Multiple Myeloma Research Foundation, a nonprofit organization aimed at funding research and advancing awareness of multiple myeloma. She is also president of the Multiple Myeloma Research Consortium, dedicated to accelerating drug development through innovative research. She joined the IMS board in 2002, and is a member of the Nominating and Governance Committee.

**JOHN P. IMLAY, JR.** is chairman, Imlay Investments, Inc., a private venture capital investment firm. He has been a director since 1998 and is a member of the Compensation and Benefits Committee.

**ROBERT J. KAMERSCHEN** is former chairman and CEO of ADVO, Inc., and DIMAC Marketing Corporation, both direct marketing services firms. He was elected to the IMS board in 1998, serves on the Compensation and Benefits Committee, and chairs the Nominating and Governance Committee.

**H. EUGENE LOCKHART** is a venture partner for Oak Investment Partners, a private equity investment firm. He has been an IMS director since 1998 and serves on the Audit Committee.

**M. BERNARD PUCKETT** is chairman of the board of directors of Openwave Systems, Inc., a software services provider for communications companies. He has been a private investor since 1996 and has served on the IMS board since 1998. He chairs the Compensation and Benefits Committee.

**DAVID M. THOMAS** is chairman and chief executive officer of IMS. He has been an IMS director since 2000.

**WILLIAM C. VAN FAASEN** is chairman and chief executive officer of Blue Cross & Blue Shield of Massachusetts, a health insurance firm. He was elected to the IMS board in 1998 and chairs the Audit Committee.

## OFFICERS AND OPERATING UNIT EXECUTIVES

### OFFICERS

**DAVID M. THOMAS**  
Chairman and Chief Executive Officer

**DAVID R. CARLUCCI**  
President and Chief Operating Officer

**NANCY E. COOPER**  
Senior Vice President and Chief Financial Officer

**ROBERT H. STEINFELD**  
Senior Vice President, General Counsel and Corporate Secretary

**MURRAY L. AITKEN**  
Senior Vice President, Corporate Strategy

**GARY W. NOON**  
Senior Vice President, Corporate Marketing

**LESLYE G. KATZ**  
Vice President and Controller

**JEFFREY J. FORD**  
Vice President and Treasurer

### OPERATING UNIT EXECUTIVES

**BRUCE F. BOGGS**  
President, IMS Americas

**WILLIAM J. NELLIGAN**  
President, IMS Asia Pacific

**GILLES V.J. PAJOT**  
Executive Vice President and President, IMS European Region

**TATSUYUKI SAEKI**  
President, IMS Japan

## CORPORATE INFORMATION

### REGIONAL HEADQUARTERS

#### THE AMERICAS

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#### ASIA PACIFIC

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Meguro-ku, Tokyo 153-0042  
Japan  
Tel: 81 03 3481 3581

### SHAREHOLDER INFORMATION

#### CORPORATE HEADQUARTERS

IMS Health  
1499 Post Road  
Fairfield, CT 06824-5940  
Tel: 203 319-4700  
Fax: 203 319-4701

#### INDEPENDENT ACCOUNTANTS

PricewaterhouseCoopers LLP  
1301 Avenue of the Americas  
New York, NY 10019

#### TRANSFER AGENT

Inquiries on stock-related matters, including dividend payments, stock transfers, address changes, lost certificates, name changes, etc., should be directed to IMS's transfer agent, American Stock Transfer & Trust Company.

American Stock Transfer &  
Trust Company  
59 Maiden Lane  
New York, NY 10038  
Tel: 212 936-5100  
[www.amstock.com](http://www.amstock.com)

### INVESTOR RELATIONS

Shareholders, institutional investors, financial analysts and portfolio managers should direct questions to:

Darcie Peck  
Vice President, Finance and  
Investor Relations  
IMS Health  
1499 Post Road  
Fairfield, CT 06824-5940  
Tel: 203 319-4700  
Fax: 203 319-4527  
Email: [askir@imshealth.com](mailto:askir@imshealth.com)

### COMMON STOCK INFORMATION

The company's common stock is listed on the New York Stock Exchange under the symbol RX.

### AVAILABLE INFORMATION

IMS makes available free of charge, on or through its website, its annual report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K and amendments to those reports filed with the SEC. The company's Internet address is <http://www.imshealth.com>.

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