



PRESS RELEASE

bioMérieux 2015

A powerful strategic vision for 2010-2015, driven by innovation and international development

MARCY L'ÉTOILE, France - March 8, 2010 – bioMérieux, a world leader in the field of *in vitro* diagnostics, has extended its strategic plan to 2015. In light of the advances made since 2007 and the changes in the *in vitro* diagnostics market, the Company today announced the evolution of its strategy and asserted its ambitious objectives for 2015 in clinical and industrial applications to diagnose infectious diseases, cancer and cardiovascular pathologies.

“bioMérieux is committed to addressing the challenges of tomorrow’s medicine and public health worldwide,” said Chairman Alain Mérieux. “Innovation will be central to our strategy and culture. With a distinctly global outlook, we will leverage our internal capabilities and our national and international scientific partnerships.”

A CLEAR VISION

bioMérieux has set its strategic priorities for 2015, in response both to major public health challenges and to changes in its environment.

The *in vitro* diagnostics industry is more promising than ever, as it plays an increasingly important role in enhancing the management of patient care and optimizing healthcare costs. Demand is heightened by multiple factors, such as the aging of the global population, the fast growth in emerging countries and the appearance of new diseases.

At the same time, the market has become more challenging, as competition among industry players intensifies and clinical laboratories consolidate their operations.

In vitro diagnostics is impacted by major advances in biology and profound technological shifts that will shape tomorrow’s healthcare. In this rapidly changing environment, bioMérieux’s strategy is organized by pathology, with the ambition of developing high medical-value tests to manage infectious diseases, cancer and cardiovascular emergencies.

▼ Infectious Disease Diagnostics

- For bacterial and fungal infections, bioMérieux will capitalize on its unique expertise to provide clinicians with faster responses, enabling them to prescribe appropriate treatments more rapidly. The Company will expand its product portfolio and pursue its Full Microbiology Lab Automation™ (FMLA™) strategy, as well as develop innovative solutions for rapidly detecting and identifying bacteria.
- For viral infections, bioMérieux will expand its operations through targeted actions. A new generation of the VIDAS® system is planned. Following the acquisition of the Chinese company Meikang, it intends to become a leader in rapid testing, to facilitate patient care.
- In industrial applications, where it is the world leader, bioMérieux wants to further consolidate its global leadership and forge strategic partnerships.

▼ Cancer Diagnostics

Thanks to the combined capabilities of its R&D teams and bioTheranostics, bioMérieux plans to develop high medical-value tests based on biomarkers identified both internally and externally.

▼ Cardiovascular Disease Diagnostics

bioMérieux will capitalize on its VIDAS® emergency panel, whose high clinical relevance is widely recognized by the medical community. It plans to extend the VIDAS® menu with innovative new biomarkers. Through the Point of Care (POC) solutions co-developed with Philips, the Company also intends to play a significant role in hospital emergency rooms and intensive care units.

▼ International Expansion

bioMérieux will further optimize its global commercial network and step up its expansion in the United States, the world's largest market, and in new fast-growing markets, such as the Emerging 7¹. A key objective is to make the Chinese subsidiary its third largest by 2015.

FINANCIAL OBJECTIVES

▼ Sales

For the 2010-2015 period, the Company has set an annual growth target of between 7% and 9%, at constant exchange rates and including business development agreements. Outpacing the projected growth in the *in vitro* diagnostics market, bioMérieux will leverage new growth drivers, such as faster expansion in emerging markets, the development of POC tests and a stronger positioning in high medical-value tests.

▼ Operating profit before non-recurring items

In 2015, it aims to achieve an operating margin before non-recurring items of between 18% and 20%, at 2009 exchange rates. This takes into account the sustained deployment of the Company's innovation strategy, with R&D expenditure representing roughly 12% of sales. It also reflects the end of royalty income from the BOOM® and NASBA™ technologies, most of whose patents expire in 2010. Lastly, it is based on the economies of scale that will be achieved by increasing sales, developing innovative diagnostic solutions and constantly optimizing operating performance.

SOLID FUNDAMENTALS

Despite the economic crisis, bioMérieux has surpassed the 7% to 9% objective² set in the previous strategic plan, driving a 9.4% average annual growth in sales over the past three years. The Company can count on robust fundamentals and a resilient business model to achieve its objectives.

“bioMérieux has improved significantly in many areas over the past three years,” said Stéphane Bancel, Chief Executive Officer. “This is particularly noteworthy since these gains have been made in a difficult global economic environment, starting in 2008. We are therefore especially pleased to present our strategic ambition for 2015. For the 2010-2015 period, we are targeting annual growth of between 7% and 9%, at constant exchange rates, including business development agreements. With our teams more motivated than ever and a stronger organization, I am convinced that we have the competitive advantages we need to achieve our objectives.”

¹ Brazil, China, India, Indonesia, Mexico, Russia and Turkey

² At constant exchange rates, including business development agreements

Over the past three years, bioMérieux has undergone profound transformations. It has asserted its leadership in clinical microbiology and successfully repositioned its VIDAS[®] automated immunoanalyzer. It has retained its global market leadership in industrial applications. It has experienced rapid growth in molecular biology sales, led by a range of solutions based on its two technologies. In the field of personalized medicine, it has acquired bioTheranostics and signed three agreements with pharmaceutical companies to develop theranostic tests.

Building its strategy on biological and technological innovation, the Company has continued to invest heavily in R&D. In addition, thanks to its new business development structure, it has signed agreements and collaborations to support its medium and long-term growth. A new organization to assess innovative technologies and biomarkers has also been created.

From a more operational point of view, bioMérieux has stepped up its international expansion by deploying an optimized organization, strengthening its commercial teams (notably in the United States and in the Asia-Pacific region) and opened four new subsidiaries. It has enhanced its manufacturing base and acquired a site in China. The Company has also launched a vast program to harmonize its internal processes and is strengthening its information system with the rollout of a global ERP system.

bioMérieux has created dynamic policies to develop its human resources. It has hired new talents capable of realizing its strategic vision and set up the ambitious bioMérieux University training program for all employees.

From a financial standpoint, bioMérieux's earnings have increased by more than 40% in three years. The Company, which is completely debt-free, enjoys an extremely solid financial position from which to pursue its strategic vision.

A detailed presentation of bioMérieux 2015 and the Company's new strategic objectives may be found at <http://www.biomerieux.com/2015-strategy>.

NEXT FINANCIAL PRESS RELEASE

2010 first-quarter sales: April 21, 2010

The above forward-looking statements are based, entirely or partially, on assessments or judgments that may change or be modified, due to uncertainties and risks related to the Company's economic, financial, regulatory and competitive environment, notably those described in the 2008 Registration Document. Accordingly, the Company cannot give any assurance nor make any representation as to whether the objectives will be met. The Company does not undertake to update or otherwise revise any forecasts or objectives presented herein, except in compliance with the disclosure obligations applicable to companies whose shares are listed on a stock exchange.

ABOUT BIOMÉRIEUX

Advancing Diagnostics to Improve Public Health

A world leader in the field of *in vitro* diagnostics for over 45 years, bioMérieux is present in more than 150 countries through 39 subsidiaries and a large network of distributors. In 2009, revenues reached €1,223 million with 85% of sales outside of France.

bioMérieux provides diagnostic solutions (reagents, instruments, software) which determine the source of disease and contamination to improve patient health and ensure consumer safety. Its products are used for diagnosing infectious diseases and providing high medical value results for cancer screening and monitoring and cardiovascular emergencies. They are also used for detecting microorganisms in agri-food, pharmaceutical and cosmetic products.

bioMérieux is listed on the NYSE Euronext Paris market (Symbol: BIM – ISIN: FR0010096479). Other information can be found at www.biomerieux.com.

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