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FOR IMMEDIATE RELEASE

PPD Named Among Top Innovators of Business Technology in U.S.

Earns fourth consecutive ranking on InformationWeek 500 list

WILMINGTON, N.C. (September 9, 2013) – Pharmaceutical Product Development, LLC ([PPD](#)) today announced it has been named to the annual *InformationWeek* 500 ranking of the most innovative business technology users in the United States for the fourth consecutive year.

PPD was recognized for applying a depth and breadth of [technology resources](#) to drive value for biopharmaceutical industry clients and enhance employee engagement across the company. Through real-time, on-demand, virtual and interactive tools, PPD is providing multiple ways to share information and promote cooperative [learning and development](#). This creative use of technology is empowering employees to achieve business objectives and advance clients' research programs.

“Employee engagement is a source of competitive advantage for PPD in client and patient deliverables that competitors are challenged to replicate,” said Mike Wilkinson, PPD’s chief information officer and executive vice president. “PPD’s comprehensive data dashboards, which equip operations teams with real-time data and analytics providing critical insights into decision-making and performance enhancement, demonstrate our innovative approach to solutions that benefit employees and clients. By combining the latest technology with our strategic approach to employee recruitment, retention and development, PPD is enhancing our expertise and consistently delivering client value.”

PPD’s technology portfolio encompasses a suite of tools that are easy to use, allow instant access and encourage employee interaction. Improvements to communication and collaboration included the use of [PPD® 3D](#), a virtual world learning and development platform created in collaboration with ProtonMedia; tracking employee engagement via PPD’s rapid reporting solution; a digital employee recognition program; and mobile training applications. Similarly, career development was enhanced via an online community, featuring learning activities held in real time and available later on demand, as well as links to multiple training technologies.

“The theme of this year’s *InformationWeek* 500 is digital business,” said Rob Preston, editor-in-chief of *InformationWeek*. “It’s a movement rooted in data analytics, mobile computing, social networking and other customer-focused technologies that are turning companies and industries

on their ear. Every enterprise is now a digital business – or needs to become one fast. The organizations in our ranking are leading the way.”

PPD ranked among the top 125 of U.S. business technology leaders on the 2013 [InformationWeek 500](#) list.

About PPD

PPD is a leading global [contract research organization](#) providing [drug discovery](#), development, lifecycle management and [laboratory](#) services. Our clients and partners include [pharmaceutical](#), [biotechnology](#), [medical device](#), academic and [government](#) organizations. With offices in 46 countries and more than 12,500 professionals worldwide, PPD applies innovative technologies, therapeutic expertise and a commitment to quality to help clients and partners accelerate the delivery of safe and effective therapeutics and maximize the returns on their R&D investments.

Except for historical information, all of the statements, expectations and assumptions, including statements, expectations and assumptions about PPD’s inclusion on the InformationWeek 500 list, contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although PPD attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based and could cause actual results to differ materially from the forward-looking statements. Other important factors that could cause future results to differ materially include the following: rapid technological advances that make our services less competitive; competition in the outsourcing industry; the ability to attract, integrate and retain key personnel; compliance with drug development regulations; changes in the regulation of the drug development process; overall global economic conditions; economic conditions, research and development spending, and outsourcing trends in the pharmaceutical, biotechnology and government-sponsored research sectors; consolidation in the pharmaceutical and biotechnology industries; PPD’s ability to win new business; loss, delay or modification of large contracts; higher-than-expected cancellation rates; the rate of conversion of backlog into revenue; actual operating performance; risks associated with and dependence on strategic relationships; risks associated with acquisitions and investments; and the ability to control SG&A spending. PPD assumes no obligation and expressly disclaims any duty to update these forward-looking statements in the future, except as required by applicable law. These forward-looking statements should not be relied upon as representing PPD’s estimates or views as of any date subsequent to the date hereof.

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