



## **MEDIA RELEASE**

27 October 2015

### **FarmaForce Limited lists on the ASX**

FarmaForce Ltd made history today when the Directors rang the ceremonial bell at the ASX, marking it as the first publicly listed pharmaceutical Contract Sales Organisation (CSO) in Australia.

This follows the successful announcement of the Initial Public Offering (IPO) closure on 20 October 2015, which saw FarmaForce reach over the minimum subscription of \$5,000,000.

FarmaForce is a Contract Sales Organisation (CSO) offering innovative sales solutions to the Australian pharmaceutical industry, through the provision of a broad and unique range of sales force solutions.

These extend from shared or syndicated teams, right through to fully managed dedicated teams on a national level.

The Company's chairman George Elias said the listing was a significant moment for the industry.

"Consolidation within the pharmaceutical industry has provided ideal market drivers for the provision of FarmaForce's services and we are in an ideal position to capitalise on these trends," Mr Elias said.

While pharmaceutical companies have enjoyed booming profits for a number of years, they are now tackling a number of challenges, such as the high cost and long frame time of drug development coupled with patent expiration, which is eroding the profit margins of pharmaceutical companies.

"As a result, pharmaceutical companies are seeking new ways of streamlining and achieving greater economies of sales – outsourcing is providing that answer and through Farmaforce, they now have a dynamic sales solution that is creating the framework for profitable returns," Mr Elias said.

Already the only pharmaceutical CSO in Australia with Medicines Australia membership, the public listing of the Company provides another significant competitive advantage over its competitors.

Through this listing, FarmaForce is proving its strong corporate governance and providing the transparency the Company's core target clients wish to see in their long-term strategic partners.





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In accordance with the Replacement Prospectus issued by the Company, some applicants will not be allocated shares.

Applicants with scaled back or no allocation will have their monies refunded in accordance with the refund policy described in the Replacement Prospectus.

The Replacement Prospectus is available to view in full on the Company's website, <http://www.farmaforce.com.au/farmaforce-prospectus>.

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**For further information:**

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