



FarmaForce wins coveted 'Sales Team Award' at the 2016 PRIME Awards

Media Release

Sydney, 16 September 2016

FarmaForce Limited (ASX:FFC), a contract sales organisation (CSO) catering to the Australian pharmaceutical industry, is delighted to take home the coveted 'Sales Team Award' at the 12th annual PRIME Awards held in Sydney last night.

The PRIME Awards is a unique awards program designed to recognise and reward true excellence within the Australian pharmaceutical and life sciences industry (human health).

The 'Sales Team Award' category recognises the achievement and the value an exceptional team contributes to co-ordinating and implementing the marketing strategy and sales tactics of their product(s)/brand(s).

The judging panel named FarmaForce the winner due to their excellent team work in providing an outstanding customer focused service to the pharmaceutical industry. The judges also said that FarmaForce understood the healthcare environment and the stakeholder requirements better than any other company nominated and they showed an exceptional understanding of business ethics and corporate and industry strategy.

"We are thrilled to have won this award," said FarmaForce General Manager Leanne Blake.

"This achievement wouldn't be possible without the support of our valued pharmaceutical partners, our employees and the wider FarmaForce community. I would like to thank our partners for continuing to trust us in delivering their sales strategy, and our employees for continuing to strive towards the highest standards of professionalism over the last year."

CEO of iQ Group Global, George Syrmalis said: "FarmaForce is setting a global benchmark for CSO excellence in an industry experiencing unprecedented double digit growth. We are excited and proud to be recognised for this exceptional achievement considering our FarmaForce team was only sixteen months young at the time of nomination for this award.

"This year they also became the only Australian CSO to hold an ISO 9001:2008 Quality Management System certification solidifying our commitment to remaining a high quality service provider."

ENDS.

Notes for journalists:

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About FarmaForce

FarmaForce Limited (ASX:FFC) is a contract sales organisation catering to the Australian pharmaceutical industry and one of The iQ Group Global companies. They're a subsidiary of [iQnovate Ltd](#), a globally listed public life science company. FarmaForce provides their clients with sales force solutions ranging from the provision of supported or syndicated sales teams through to the implementation of a complete dedicated national sales force.

www.farmaforce.com.au

About The iQ Group Global



farmaforce

shaping the future - together

The iQ Group Global supports, promotes and grows the Australian biotechnology sector. They are the trusted partner to their investors, biotechnology and global pharmaceutical clients – adding value through their ability to find, invest, partner, grow and divest early stage biotechnology assets. At every step in the journey, the expertise of The iQ Group Global delivers advice, experience and support designed to add value to the core biotechnology investment.

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