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Announcements
Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

AFT Pharmaceuticals partners with Farmaforce

Farmaforce Limited (“Farmaforce”) (**ASX:FFC**), a contract sales organisation offering innovative solutions to the Australian pharmaceutical industry, today announced its partnership with AFT Pharmaceuticals (AFT) to provide “best in class” representation to healthcare practitioners and professionals.

Founded in 1997, AFT Pharmaceuticals has grown to become an international powerhouse in the healthcare sector with a myriad of pharmaceuticals in their growing portfolio across more than 40 countries.

Farmaforce’s representation will bolster AFT’s footprint in the Australian market whilst supporting the pharmaceutical company’s vision to provide easy access to innovative products that help people.

Since its 2016 inception, Farmaforce has become a magnate in the Australian healthcare sector with the company holding more than 25 pharmaceutical organisational partnerships and named three-time ‘Sales Team of the Year’ PRIME Awards winners, and ‘Best Health & Pharma Sales Organization 2019’ at the Global Healthcare & Pharmaceutical Awards.

“We are proud to represent AFT and its 20-year journey in the healthcare sector,” Farmaforce General Manager, Natalie Urner said.

“We have the best-trained representatives in the sales force sector, and we will provide AFT with the same best in class, over and above service you would expect from an in-house team, which has solidified Farmaforce as trusted leaders in our field.”

AFT Managing Director, Hartley Atkinson added, “We are excited to work with Farmaforce to extend our salesforce in our key Australian market. With some 30 products to launch over the next 18 months, including a number requiring presentation to doctors, we see this as an important step forward.”

About Farmaforce Limited

At Farmaforce, we’re experts in the Australian healthcare market. We build scalable, customised solutions that are on-demand for small to multinational organisations. We focus on rigorous training and dedicated performance coaching to create a force of sales representatives who are best in class. Our leadership team at



Farmaforce draws on decades of experience in the healthcare industry. Together they lead, support and motivate the field teams to deliver continued success for our partners. Visit our website farmaforce.com.au

About AFT Pharmaceuticals

AFT is a growing multinational pharmaceutical company that develops, markets, and distributes a broad portfolio of pharmaceutical products across a wide range of therapeutic categories which are distributed across all major pharmaceutical distribution channels: over the counter (OTC), prescription and hospital. Our product portfolio comprises both proprietary and in-licensed products, and includes patented, branded, and generic drugs. Our business model is to develop and in-license products for sale by our own dedicated sales teams in our home markets of Australia and New Zealand and in certain South-east Asian markets, and to out-license our products to local licensees and distributors to over 125 countries around the world. For more information about the company, visit our website www.aftpharm.com.

Media Contact:

James Gorman
The iQ Group Global
james.gorman@theiqgroupglobal.com
+61 2 8239 5400