

FarmaForce Limited
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Sydney, NSW, 2000

ASX ANNOUNCEMENT

FARMAFORCE ROADSHOW COMPANY OVERVIEW PRESENTATION

Sydney Australia, 18th October, 2016 FarmaForce Limited (ASX: FFC) is pleased to release a copy of the presentation that Leanne Blake, General Manager and Shaun Cartwright, Director, Investor Relations will deliver to investors during October.

The presentation provides a company overview outlining FarmaForce's value proposition to its clients.

For additional information, please contact FarmaForce Investor Relations.

Phone: 02 8239 5400

Email: investor.relations@farmaforce.com.au

About FarmaForce Limited:

FarmaForce is a contract sales organisation (CSO) offering innovative sales solutions to the Australian Pharmaceutical Industry. FarmaForce provides clients with a broad and unique range of sales force solutions extending from shared or syndicated teams right through to fully managed dedicated teams on a national level. FarmaForce promote clients' products to their healthcare professional customers, being general practitioners, specialists and pharmacists. FarmaForce also provide nurse teams, pharmacy merchandising teams and digital detailing solutions.



/COMPANY OVERVIEW

SHAPING THE FUTURE, TOGETHER

“We understand the art before the science; we win the hearts before the minds; we are the ones who always start with – ‘WHY?’ ”

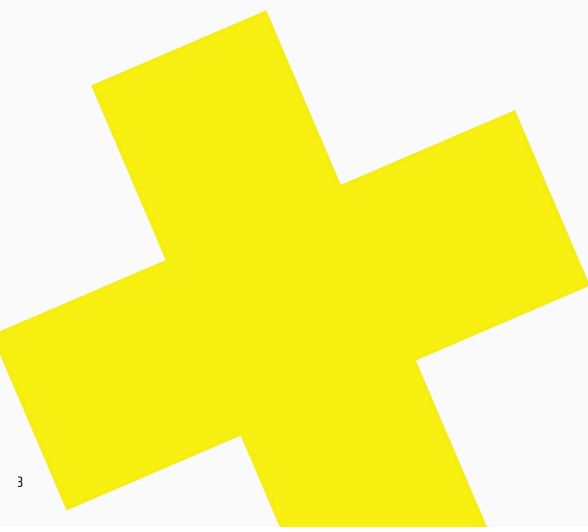
Dr. George J. Syrmalis, CEO/Founder The IQ Group Global





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01 / THE COLLECTIVE POWER OF THE IQ GROUP GLOBAL

FarmaForce is part of The IQ Group Global, a life-science powerhouse, recognised for its innovation, insight and expertise.

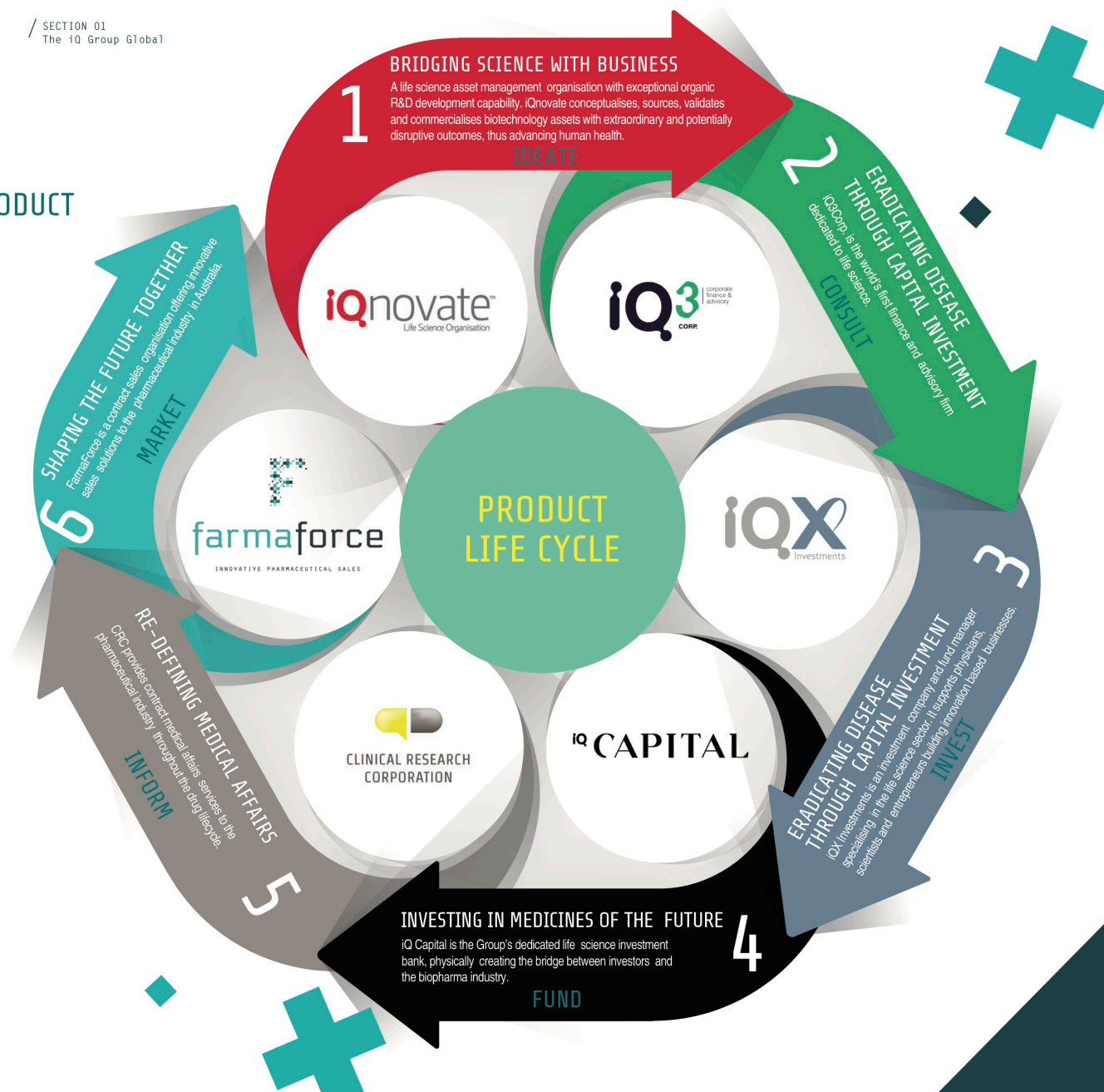
iQnovate Ltd is a globally listed public company. It provides intellectual property asset management services, and scientific advice to the global pharmaceutical industry.

iQnovate has two subsidiaries. Clinical Research Corporation and FarmaForce, a contract sales organisation.



◆ WHAT STARTS HERE CHANGES THE WORLD

SPANNING THE FULL PRODUCT LIFE CYCLE



2 / VISION

To be the Australian Pharmaceutical Industry's #1
Strategic Partner of choice when considering a CSO

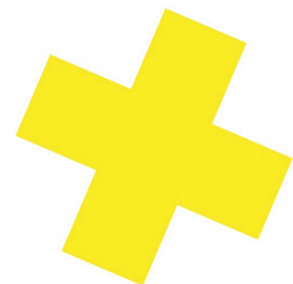




02 / THE FARMAFORCE STORY

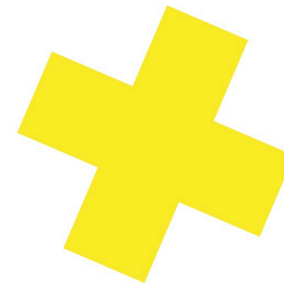
Collectively our Leadership Team bring 100 + years pharmaceutical industry experience to the table with 1/3 of that spent in the CSO landscape. We provide our pharmaceutical partners with tailored sales solutions that deliver consistent results. As part of the life science powerhouse, The iQ Group Global, our value proposition is one that provides:

- > Operational efficiency and improved outcomes
- > Optimal life cycle management and ROI and
- > Hedge risk and infrastructure costs



03 / CASE STUDIES





Innovative sales solution

YOUR NEEDS

You need a crystal clear **STRATEGY**, industry experience and extensive **CAPABILITIES**.

You need **INFORMED** commercial partners to drive commercial returns.

You want a **COLLABORATIVE** partner in order to deliver business goals.

You need a **TAILORED** approach to address key business challenges.

You require a **TALENTED** and **MOTIVATED** sales team.

You are compelled by **INNOVATIVE** thinking and **DYNAMIC** markets.



OUR DELIVERY

With 100+ years experience, we **COMMIT** to strategic partnerships through strong leadership.

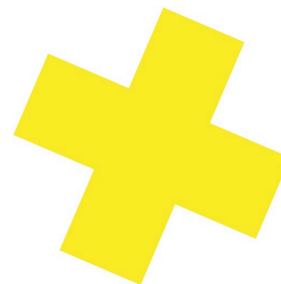
Our experienced team **LISTEN** and help **IDENTIFY** your challenges and goals.

We listen, **ALIGN** and **INFORM** the strategy that will deliver your goals.

Through **QUESTIONING** and **UNDERSTANDING**, we offer a range of unique solutions.

We **ENRICH** careers through our culture of coaching and development.

We **EVOLVE** with the needs of the industry through flexibility and a solutions focused mindset.



03 / CASE STUDIES

Global Healthcare Leader

CLIENT CHALLENGE

Global pharma required short term support to deliver regional sales objectives for a flagship primary care brand.

SOLUTION PROVIDED

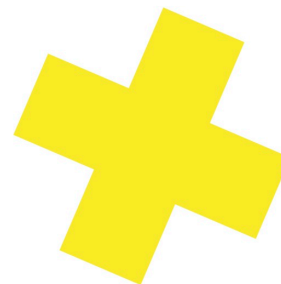
- > 6 month support in 1st line position of a syndicated national sales team.
- > Territory/ geographical modifications made targeting key areas with high influence/ impact on the business.

PROCESS

- > Collaboration key to assessing current status and future requirements.
- > Strategy workshops identified business needs, pressures, budget constraints, critical milestones and timelines.

RESULTS

- > 7.4 GP + 2 Pharmacy calls/day
- > 85% calls on target
- > Client's brand achieved a 42% unit sales increase within 4 months



03 / CASE STUDIES

One of the world's leading innovative companies in healthcare & medical products

CLIENT CHALLENGE

- > Client tasked to win SOV and generate sales traction on a portfolio of well established brands.
- > Key challenges included a tight budget and the client's inexperience with the customer environment.

SOLUTION PROVIDED

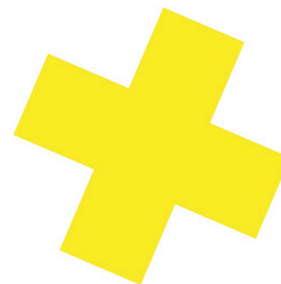
- > 6 month support in 4th line position of a syndicated national sales team.
- > Leveraged position to rotate a number of brands to align with market peaks.

PROCESS

- > Collaboration key to assessing current status and future requirements.
- > Strategy workshops identified business needs, pressures, budget constraints, critical milestones and timelines.

RESULTS

- > 4 GP calls a day plus 2 Pharmacy Calls
- > Significant SOV achieved
- > Strong Results led to a 12 month extension of contract



03 / CASE STUDIES

International Specialty Pharmaceutical Company

CLIENT CHALLENGE

- > Global pharma seeking a solid entry in the aggressive and established Australian market.
- > Business objectives, sales targets and product potential was not being reached by internal sales resources.

SOLUTION PROVIDED

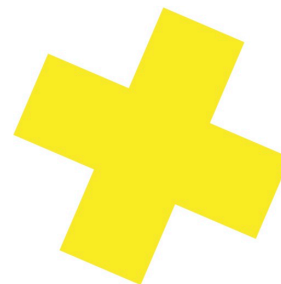
- > 2nd line promotion in syndicated national sales team
- > Team of 18 representatives and 3 regional sales manager
- > National footprint
- > Guidance and leadership around sales and marketing strategies, including promotional materials and messaging.

PROCESS

- > Collaboration key to assessing current status and future requirements.
- > Strategy workshops identified business needs, pressures, budget constraints, critical milestones and timelines.

RESULTS

- > 5.3 GP calls a day and 2 pharmacy calls.
- > Strong execution delivered double unit grow in < 6 months.



03 / CASE STUDIES

Australian Biotechnology Company

CLIENT CHALLENGE

- > No Experience in the GP Environment
- > Unsuccessful product launch

SOLUTION PROVIDED

- > 2 pronged approach to support brand in the primary care market.
- > 3rd line position within a syndicated national GP team.
- > Direct interface with dedicated eastern seaboard pharmacy team.
- > Guidance and leadership around sales and marketing strategies, including promotional materials and messaging.

PROCESS

- > Collaboration key to assessing current status and future requirements.
- > Strategy workshops identified business needs, pressures, budget constraints, critical milestones and timelines.

RESULTS

- > 4.7 GP calls/day
- > 8 pharmacy calls/ day
- > 10 fold increase in revenue within 6 months.



03 / Global Healthcare Leader

CLIENT TESTIMONIAL

"Congratulations on your team's level of detail, professionalism, dedication and passion shown over the past two days.

I'm not one for singling people out, but in this instance I must. In my opinion your Sales Director is an incredible asset to the FarmaForce business.

Under his sales leadership he has led by example, left no stone unturned and ensured our brand has been positioned for the best possible chance of success.

This type of attitude and drive will ensure that FarmaForce continues to lead the way and will always be at the forefront of positive change in our industry.

I thank you for your support and look forward to the next chapter of our journey."

Vice President, Australian Biotechnology Company.



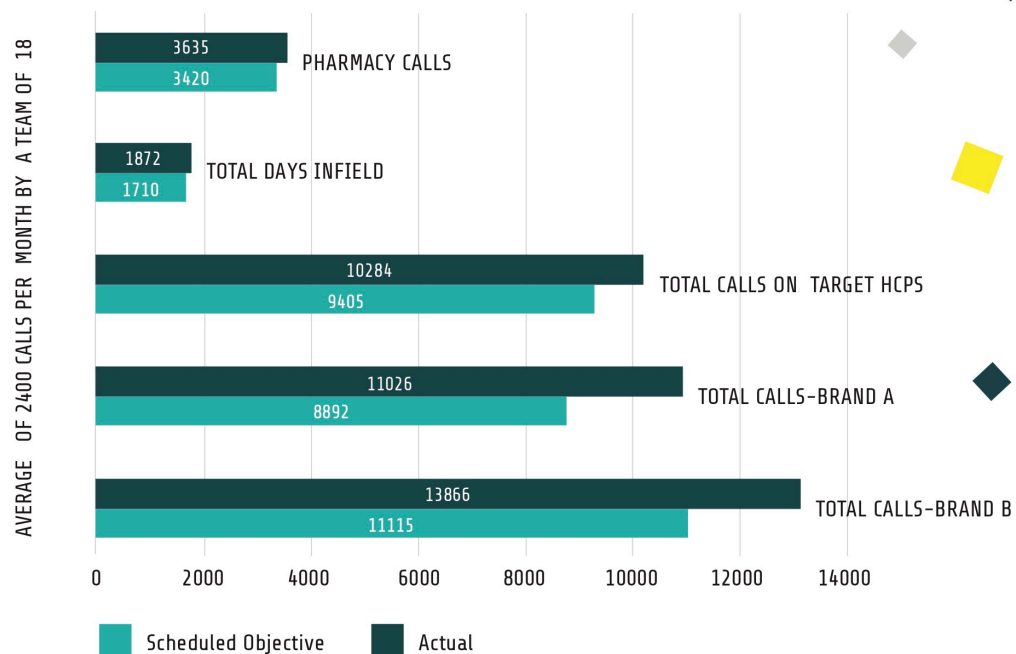
04 / OUR RESULTS





04 / OUR RESULTS

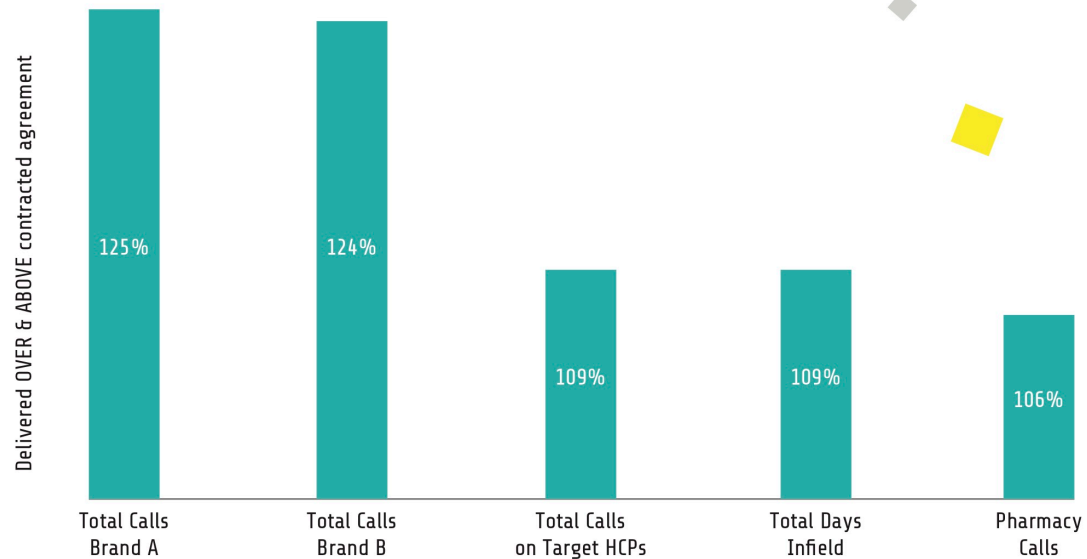
Results delivered for Global Healthcare Leader over a six month engagement





04 / OUR RESULTS

Results delivered for Global Healthcare Leader over a six month engagement

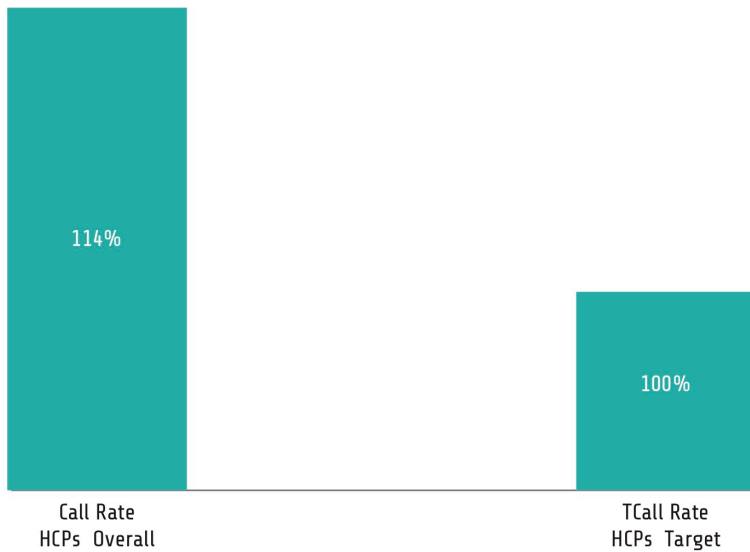




04 / OUR RESULTS

100% of target customers reached

DELIVERING THE RIGHT MESSAGE TO THE RIGHT PEOPLE





04 / OUR RESULTS

Our commitment to coaching and development of our people is how we deliver these results.

94% OF AVAILABLE DAYS WERE SPENT INFIELD SELLING

Sales Manager TIME INFIELD: **67%** (ON TRACK FOR 140 DAYS P.A.)

INVESTMENT OVERVIEW

198.5 INFIELD COACHING DAYS IN 6 MONTHS



05 / OUR PROCESS. OUR PEOPLE





05 / OUR PROCESS. OUR PEOPLE

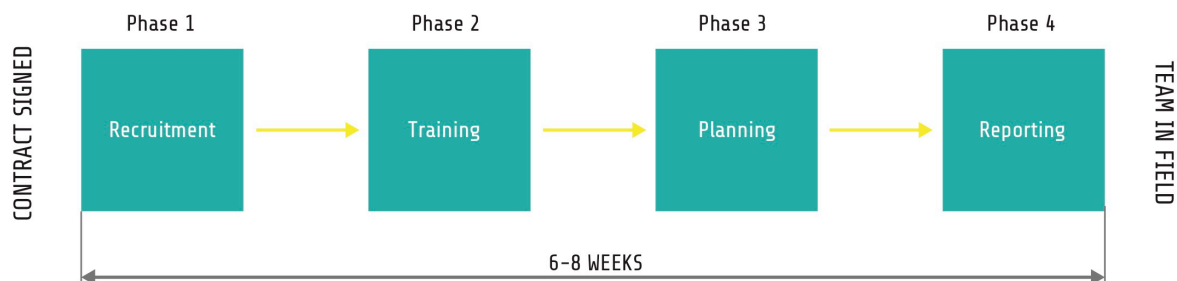
HOW WE WORK: CLIENTS COME FIRST

Our success is measured by yours. FarmaForce sales solutions are crafted to drive your success in any market or environment, regardless of the challenge. We ensure all resources are available to you and commit ourselves to your goals.

We ask questions, listen and connect, then –

- > Scope.
- > Propose.
- > Agree KPI's, milestones and objectives.
- > Execute, keeping you informed at all times.
- > Deliver impactful and measurable results.

CHANGING MARKETS DEMAND STRATEGIC THINKING, EXPERIENCE AND AGILITY



TEAM IN FIELD





05 / OUR PROCESS. OUR PEOPLE

THE FARMAFORCE OFFER

INDUSTRY EXPERIENCE

FarmaForce is a young brand that has harnessed the talents of a highly experienced leadership team. Our team has collectively over 100 years industry experience across Sales, Marketing & Commercial Excellence. And 1/3 of that time has been spent in CSO.

FarmaForce has built national teams, pilot teams and shadow teams, across multiple therapeutic areas, markets, product lifecycles and customer groups.

Bottom line, we understand the intricacies of your business and all the internal and external landscapes to be navigated.

SFE EXCELLENCE

Our SFE Excellence modalities form the cornerstone of our approach to infield execution and ultimately our commercial partnership satisfaction.

Our approach is centered around 3 core components:

- (1) effectiveness
- (2) efficiency and
- (3) enablement &

empowerment of our field force.

Tying these pieces together are our infield sales & leadership coaching philosophy, proprietary sales models, sales force automation (SFA) via the most cutting-edge life sciences CRM & tools of the trade, and direct measurable feedback from HCPs through subscription to IMS data.

Together the above produce a clear line of sight for our field force to operate in the required commercial environment, deliver on KPIs, sales objectives as well as brand and business strategies.

CONFIDENCE

FarmaForce is the only Contract Sales Force organisation who are members of Medicines Australia. This assures that we abide by the same ethics and standards as our clients.

FarmaForce has received its ISO accreditation showing that we have firm processes in place to duplicate success time and time again for our clients.

FarmaForce has invested heavily in the latest CRM systems and analytics to provide our clients with clear visibility of engagements, insights to refine strategies and clear measures to monitor ROI's.





05 / OUR PROCESS. OUR PEOPLE

OUR TEAM

At FarmaForce we are passionate about innovation, excellence and leadership. To achieve our vision we are tirelessly building a great company to attract and retain outstanding people who are driven to be at the forefront of innovation and excellence.





05 / OUR PROCESS. OUR PEOPLE

OUR TEAM



LEANNE BLAKE – GENERAL MANAGER

Since entering the Australian Pharmaceutical Industry in 1999 Leanne has worked across various senior management and operations roles within global multi-nationals, specialty companies and the Contract Sales environment.

Leanne's career spans numerous therapeutic areas and product life cycle stages in specialty, primary care and nurse educator landscapes.

In her role as General Manager, Leanne's commitment is to achieve business objectives for all strategic partners by aligning critical business functions and achieving efficiency, execution and consistency across all areas of operation in the business.

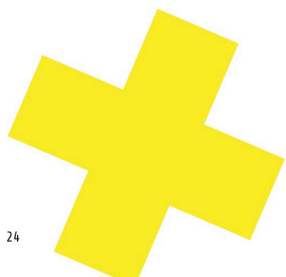


GHAY HAIDAR – SALES DIRECTOR

Ghay Haidar's career has positioned him today as a respected leader in the Australian pharmaceutical industry in which he has worked since 2001.

Starting his career at a global multi-national, he has successfully launched multi-billion dollar drugs to market and worked in an array of therapeutic areas both ethical and OTC in various roles as individual and leader.

Ghay has held several industry roles and has won multiple awards both as an individual and leader of national sales teams. Ghay's passion for the industry is evident in his delivery of SFE Excellence, coaching and mentoring, leadership and results.





05 / OUR PROCESS. OUR PEOPLE

OUR TEAM



AMANDA-JANE FOGLIA – HUMAN CAPITAL DIRECTOR

With the knowledge and experience gained from two and a half decades serving the pharmaceutical industry, Amanda-Jane is keenly aware of the business imperatives of the industry. She delivers the necessary HR expertise to ensure we have the capability to create agile, credible and innovative sales force solutions to meet the needs of our commercial partners.

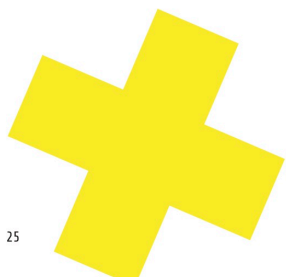
Over the course of her career, Amanda-Jane has worked for some of the largest pharmaceutical organisations in the world in various senior HR roles, including roles with regional Asia Pacific responsibility. With a particular focus on strategic HR leadership and talent management, she is well positioned to understand and react to the evolving needs of our commercial partners.



CLAIR O'GORMAN – HEAD OF OPERATIONS

Clair's 20 year career has spanned many pharmaceutical industry roles ranging from Sales, Sales Management, Sales Operations and Sales Force Effectiveness across both large & small pharmaceutical companies, as well as the Contract Sales environment.

During this time Clair has developed expertise in Operational Excellence, CRM Systems, Learning & Development and Salesforce Effectiveness. An experienced leader with proven operational experience driving significant improvements to enhance overall business performance. She has the ability to execute the desired business vision through excellent organisational, analytical and communication skills.





05 / OUR PROCESS. OUR PEOPLE

OUR TEAM



NATALIE URNER – COMMERCIAL PARTNERSHIPS MANAGER

Natalie comes to FarmaForce with close to 20 years experience across the Health Data and Pharmaceutical industry. She has a clear understanding of the Australian pharmaceutical industry and is passionate about driving successful sales teams through SFE excellence and delivery on key metrics.

Natalie has worked across pharmaceutical and biotech companies tailoring business solutions designed to address individual needs. In her role as Commercial Partnerships Manager, Natalie keenly delivers on all promises. She is committed to forging new commercial partnerships through an understanding of portfolio management and offering innovative sales solutions to help meet business requirements.



MARYAM MASOUMI – SENIOR MEDICAL MANAGER

Maryam is the Senior Medical Manager at Clinical Research Corporation with extensive experience in the pharmaceutical industry. Her previous roles include Senior Medical Science Liaison, National Medical Education Project Manager, and other roles within Medical Affairs. Maryam possesses a Bachelor of Medical Science and Masters of Pharmacy from Sydney University with in-depth knowledge across multiple therapeutic areas such as Oncology, Immunology, Haematology, Diabetes, Rare Diseases, General Medicine and Neuroscience. Maryam is also a registered pharmacist with experience in hospital and community pharmacy.

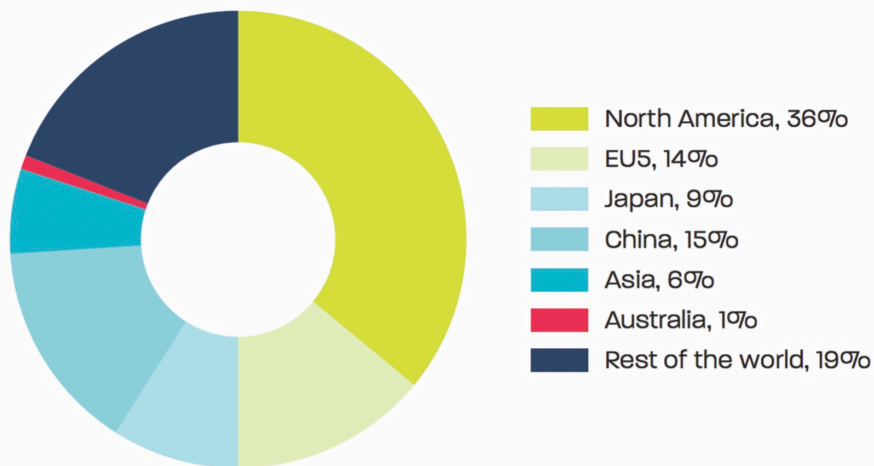


◆ 06 / APPENDIX





Australia's share of the global pharmaceutical market



Key:

North America (Canada, USA, Mexico)

EU 5 (France, Germany, Italy, Spain, UK)














































Asia (South Korea, Taiwan, Hong Kong, India, Pakistan, Singapore, Indonesia, Malaysia, Philippines, Vietnam and Thailand)

SOURCE IMS Institute for Healthcare Informatics, Parsippany, 2013, Market Prognosis.

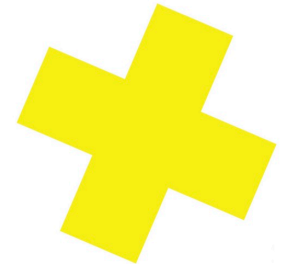




Australia is currently the twelfth largest market in the world for medicines and vaccines

RANK 2007 INDEX			RANK 2012 INDEX			RANK 2017 INDEX					
1	US	100	1	US	100	1	US	100			
2	Japan	27	2	Japan	27	2		China	45		
3		France	13	3		China	25	3		Japan	29
4		Germany	13	4		Germany	13	4		Brazil	13
5		China	11	5		France	11	5		Germany	13
6		Italy	8	6		Brazil	8	6		France	10
7		UK	7	7		Italy	8	7		Italy	8
8		Spain	7	8		UK	7	8		Russia	7
9		Canada	7	9		Canada	7	9		UK	7
10		Brazil	5	10		Spain	6	10		Canada	7
11		Mexico	4	11		Russia	5	11		India	6
12		Australia	4	12		Australia	4	12		Spain	5
13		South Korea	3	13		India	4	13		Mexico	4
14		Russia	3	14		Mexico	4	14		South Korea	4
15		Turkey	2	15		South Korea	3	15		Australia	4
16		India	2	16		Venezuela	3	16		Turkey	3
17		Netherlands	2	17		Turkey	3	17		Venezuela	2
18		Greece	2	18		Poland	2	18		Argentina	2
19		Poland	2	19		Argentina	2	19		Indonesia	2
20		Belgium	2	20		Belgium	2	20		Poland	2

SOURCE IMS Institute for Healthcare Informatics, Parsippany, 2013, The Global Use of Medicines: Outlook Through 2017.





Pharmaceutical Benefits Scheme: Key sale statistics

PBS top suppliers and sales

Top 10 supplier by value YEAR ENDING JUNE 2014

1	Pfizer	\$690 million
2	AstraZeneca	\$627 million
3	Novartis	\$507 million
4	Sanofi	\$371 million
5	MSD	\$359 million
6	AbbVie	\$358 million
7	Apotex	\$357 million
8	Alphapharm	\$294 million
9	Janssen	\$290 million
10	GSK	\$275 million

Top 10 supplier by script volume YEAR ENDING JUNE 2014

1	Alphapharm	28.2 million
2	Apotex	25.1 million
3	Aspen	19.3 million
4	AstraZeneca	17.6 million
5	Pfizer	16.4 million
6	Sanofi	12.7 million
7	Sandoz	10.1 million
8	GSK	9.9 million
9	MSD	8.6 million
10	Boehringer Ingelheim	7.1 million

Derived ex-manufacturer sales (\$)

Top 10 selling medicines by total cost YEAR ENDING JUNE 2014

1	Rosuvastatin	\$392 million
2	Atorvastatin	\$357 million
3	Adalimumab	\$276 million
4	Esomeprazole	\$265 million
5	Fluticasone + Salmeterol	\$231 million
6	Etanercept	\$156 million
7	Aflibercept	\$153 million
8	Ranibizumab	\$149 million
9	Tiotropium	\$144 million
10	Insulin Glargine	\$139 million

Top 10 selling medicines by script volume YEAR ENDING JUNE 2014

1	Atorvastatin	8.9 million
2	Rosuvastatin	7.8 million
3	Esomeprazole	6.9 million
4	Paracetamol	6.1 million
5	Pantoprazole	4.1 million
6	Perindopril	3.9 million
7	Metformin	3.6 million
8	Fluticasone + Salmeterol	3.2 million
9	Irbesartan	3.1 million
10	Simvastatin	3.0 million

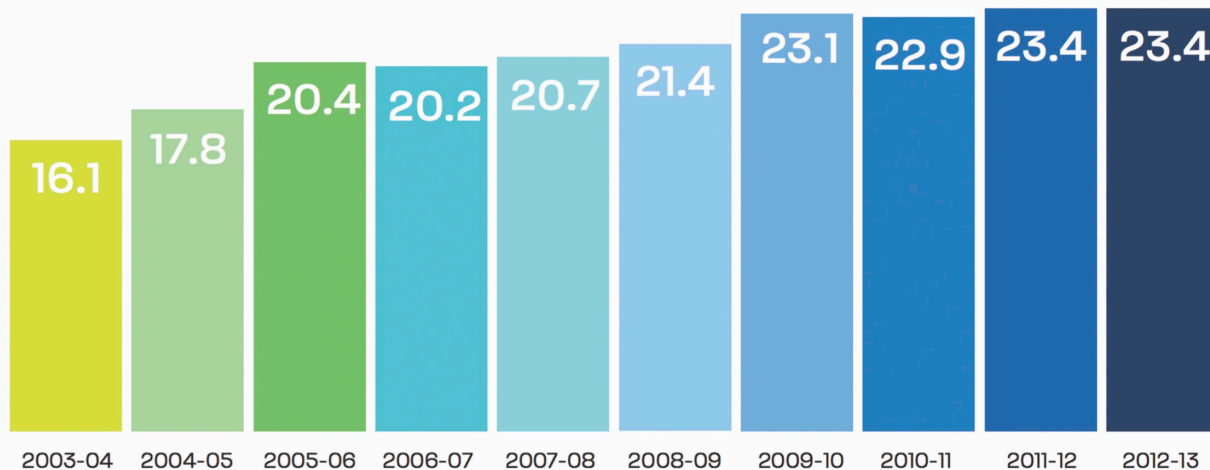
Total cost includes cost the patient and the cost to the government

Total for all forms and strengths for each drug





Pharmaceutical Industry turnover in Australia (\$ billion)



SOURCE Department of Industry, Canberra, 2014, *Australian Pharmaceuticals Industry Data Card 2014*.

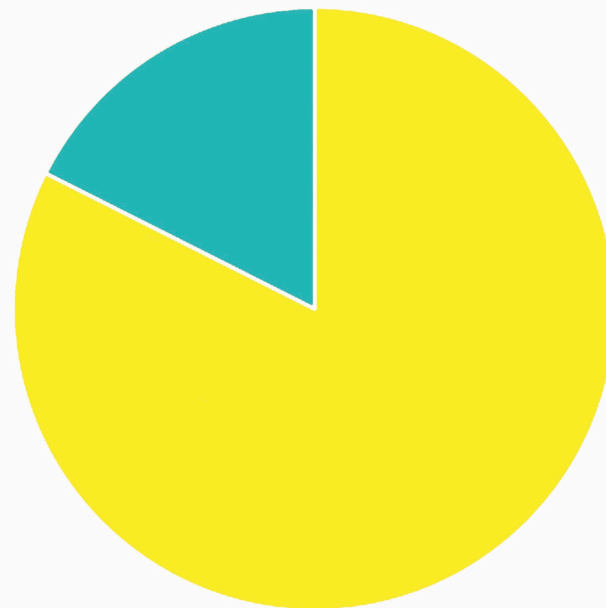




Top 20 shareholders

FarmaForce's register is tightly held. The top 20 shareholders hold over 82% of the register.

- IQNOVATE LTD
- PRIORITY ONE GROUP PTY LTD <THE UTOPIA INVESTMENT A/C >
- BASIM FINANCE PTY LTD
- IQ3 CORP LTD
- COLIN J. ODAMS PTY LTD <RANGOON A/C>
- ACHELLES NOMINEES PTY LTD <ACHELLES SUPER FUND A/C>
- MR YAOCHANG WANG
- FRANZE HOLDINGS PTY LTD
- JENNIFER ELLEN STAPLETON
- ASGARD CAPITAL MANAGEMENT LTD 1105343 CORBAN FAMILY A/C
- MR JAMES SIMOS & MRS CHRISTINA SIMOS <SIMOS SUPER FUND A/C>
- PHARMLOU PTY LTD <SUPER FUND A/C>
- SI JIA CORP PTY LTD
- WADE PETER BURNS & REBECCA LOUISE BURNS
- DANIEL MORATO & SALLY MORATO <MORATO FAMILY A/C>
- LIEN PTY LTY <NEIL PENSION FUND A/C>
- KARANTZIAS INVESTMENT PTY LTD <KARANTZIAS FAMILY A/C>
- MR CHIN CHUNG YU
- BARTELM PTY LTD <PRECISION AUTO SER PL SF AC>
- MR CHIEN-CHIH KAO



ACTIVATE your brand's success with the FarmaForce advantage.

CHAT WITH US TODAY.

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