

31 August 2021

Announcements  
Australian Securities Exchange  
20 Bridge Street  
SYDNEY NSW 2000

### **Appointment of General Manager**

Award-winning healthcare contract sales organisation FarmaForce Limited (**ASX: FCC**) would like to announce Ms Natalie Urner has been promoted and appointed as General Manager, effective 1 September. Natalie will continue to focus on increasing Farmaforce's profile in the pharmaceutical industry and facilitate ongoing operations.

Natalie is a founding employee of Farmaforce and has been integral in securing new business and opportunities for the organisation since 2014. In her current capacity as Associate Director of Business Development for Farmaforce, Natalie has been instrumental in expanding Farmaforce's operations by forging valued partnerships with more than 25 pharmaceutical organisations and creating significant contracts through her relationships with industry leaders and key decision-makers. These contracts vary from small Australian businesses to multinational pharmaceutical companies.

With more than 20 years' experience in the consumer health sector, Natalie has a deep understanding of the Australian pharmaceutical industry, previously working at Valeant Pharmaceuticals as Pharmacy Business Manager, 3M as Pharmacy Channel Manager, and IMS Health (IQVIA). Natalie has demonstrated her passion and dedication to securing valuable relationships and will continue to be primarily externally focused on driving the continued growth of Farmaforce and its subsidiary Clinical Research Corporation Pty Ltd.

### **About Farmaforce Limited**

Farmaforce Ltd is an ASX-listed organisation offering innovative sales, data and medical affairs solutions to the Australian healthcare industry. Since its inception in 2014, the company has grown its revenue, clients and staff to become one of the leading service organisations in the growing Australian healthcare sector. More than just a sales force, Farmaforce creates scalable, customised solutions that are on-demand to help our clients reach their business goals, avoiding in-house overheads. Farmaforce Ltd is a member of The iQ Group Global, a bioscience investment group providing specialist life science services to the global pharmaceutical and investment sectors.

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