



COMMUNICATIONS STRATEGY

FARMAFORCE LIMITED

ACN 167 748 843

Dated:

20th July, 2015

FARMAFORCE LIMITED ACN 167 748 843 COMMUNICATIONS STRATEGY

1. Introduction

- 1.1 FarmaForce Limited ACN 167 748 843 (**Company**) is committed to the promotion of investor confidence by ensuring effective communication with its shareholders, market participants, clients, employees, suppliers, financiers, creditors, other stakeholders and the wider community. The Company will ensure that all stakeholders, market participants and the wider community are informed of its activities and performance.
- 1.2 The Company will endeavour to make publicly available all information to ensure that trading in its shares takes place in an efficient, competitive and informed market.
- 1.3 This Communications Strategy contains the Company's approach to effective communication with all relevant stakeholders and:
- 1.3.1 outlines the Company's policy in respect of its continuous disclosure obligations imposed by ASX Limited's (ASX) Listing Rules, the Corporations Act 2001 (Corporations Act), and other relevant laws; and
 - 1.3.2 reflects Principle 5 (Make timely and balanced disclosure) and Principle 6 (Respect the rights of shareholders) of ASX Corporate Governance Principles and Recommendations.

2. Confidentiality

- 2.1 Non-public information, which relates to the affairs of the Company and its employees and clients or other information that the Company considers private and that is not generally available outside the confines of the Company (**Confidential Information**) and information that the Company owns, develops, pays to have developed or to which it has an exclusive right (**Proprietary Information**) must be treated by the Company and all employees as follows:
- 2.1.1 All directors, officers, senior management and employees are required to keep confidential information acquired while with the Company confidential. The Company and all employees must ensure that they do not disclose any Confidential Information or Proprietary Information to any third party or other employee who does not have a valid business reason for receiving that information.
 - 2.1.2 All directors, officers, senior management and employees must not access or request or make improper use of or transfer or disclose confidential information or proprietary information to anyone else except as required by their position or as authorised by the Company or legally required after taking adequate precautions. Where such information is inadvertently disclosed, the Company's internal policies require that information to be returned immediately.
- 2.2 Such precautions include obtaining a confidentiality agreement or other undertaking. Advice about these measures can be obtained from the Company Secretary.
- 2.3 Any information concerning the Company which is not generally available and which may have a material effect on the price or value of the Company securities may need to be disclosed in order for the Company to comply with its continuous disclosure obligations

COMMUNICATIONS STRATEGY

referred to in its Continuous Disclosure Policy and in section 3 of this Communications Strategy.

3. Continuous disclosure

3.1 Introduction

3.1.1 The Company is a public company listed on the ASX. It is subject to continuous disclosure requirements under the Corporations Act and the ASX Listing Rules, in addition to periodic and specific disclosure requirements.

3.1.2 A fundamental component of the Company's Communication Strategy is its continuous disclosure program. To ensure the Company complies with its continuous disclosure obligations, the Board has adopted a Continuous Disclosure Policy.

3.2 Communications with the ASX

3.2.1 All communication with ASX will be in accordance with the ASX Listing Rules. The Company Secretary (or in their absence the Chief Executive Officer) is responsible for communications with ASX.

3.2.2 Information communicated to ASX will also be placed on the Company's website. These announcements will be maintained on the website for at least one year. Material price sensitive information will be posted as soon as reasonably practicable after its release to ASX.

3.2.3 For further information refer to the Company's Continuous Disclosure Policy.

4. Communication with shareholders and the market

4.1 Strategy

4.1.1 The Company's Communication Strategy is designed to ensure that the Company:

- (a) provides timely and accurate information equally to all shareholders and market participants regarding the Company including its financial situation, performance, ownership, strategies, activities and governance; and
- (b) adopts channels for disseminating information that are fair, timely and cost efficient.

4.1.2 In addition to those policies and processes contained in the Continuous Disclosure Policy, the Company has implemented a number of processes to ensure achievement of these goals.

4.2 Company Meetings

4.2.1 The meetings of shareholders of the Company represent an excellent opportunity for the Company to provide information to its shareholders. The Company encourages attendance at, and participation in, general meetings.

4.2.2 The Company typically holds its annual general meeting in Sydney.

COMMUNICATIONS STRATEGY

- 4.2.1 The Company seeks to ensure that the form, content and delivery of notices of general meetings will comply with the Company's constitution, the Corporations Act and the ASX Listing Rules. Notices of meeting and accompanying explanatory notes aim to clearly, concisely and accurately set out the nature of the business to be considered at the meeting.
- 4.2.2 A notice of a meeting will be sent to shareholders prior to meetings, including details of the time and place of the meeting, the resolutions to be considered and proxy voting procedures. The Company will place notices of general meetings and accompanying explanatory material on the Company's website.

4.3 Information on the website

The Company's website is one of the cornerstones of the Company's Communication Strategy with shareholders and the market. All information released to ASX will be posted on the Company's website as soon as practicable after ASX has confirmed that it has received the information.

4.4 Briefings

The Company recognises the importance of the relationship between the Company and its institutional investors, brokers and analysts. The Company may from time to time conduct briefings to these groups. Only the Chief Executive Officer, Chairperson of the Board, Managing Director, CFO or their delegated nominee, are authorised to speak with analysts and institutional investors. In these cases, the following protocols will apply:

- 4.4.1 material price sensitive information which is required to be disclosed under the Continuous Disclosure Policy will not be disclosed at these briefings unless it has been previously, or is simultaneously, released to the market;
- 4.4.2 if material price sensitive information which has not been disclosed is inadvertently released, the Company will immediately release it to the market via the ASX and place it on the Company's website;
- 4.4.3 questions at briefings that deal with material price sensitive information that has not previously been disclosed will not be answered or will be taken on notice;
- 4.4.4 If a question is taken on notice and the answer would involve the release of material price sensitive information, the information must be released through ASX before responding;
- 4.4.1 At or after briefings, those officers who spoke at the briefings must consider the matters discussed at the briefings to ascertain whether any material price sensitive information was inadvertently disclosed; and
- 4.4.2 the Company will place a copy of the presentation material on the Company's website.

4.5 Inadvertent disclosure or mistaken non-disclosure

If material price sensitive information is inadvertently disclosed or a director or employee becomes aware of information which should be disclosed, the Company Secretary must be immediately contacted so that appropriate action can be taken including, if required, announcing the information through ASX and then posting it on the Company's website.

COMMUNICATIONS STRATEGY

4.6 Auditor to attend AGM

The external auditor will attend the annual general meeting and be available to answer questions about the conduct of the audit and the preparation and content of the auditor's report.

4.7 Legal Representative to attend AGM

The Company's legal representative will attend the annual general meeting and be available to answer questions.

4.8 Communication with employees

4.8.1 The Company recognises that its employees are central to the Company's success. In order to enable staff to fulfil their role to the high standards required and to promote employee satisfaction, the Company aims to ensure effective communication with employees. Effective communication with employees starts with their direct manager and with accessibility to senior management.

4.8.2 The Company's website is an important communication tool for employees. It contains a range of information which relates to employees including relevant policies and codes, media and market announcements and presentations to shareholders and institutional investors. Employees are encouraged to view the website on a regular basis so that they can keep up to date with information concerning the Company.

4.9 Reports to shareholders

4.9.1 The Company produces half yearly and yearly financial reports and an annual report in accordance with the Corporations Act, the ASX Listing Rules and applicable accounting standards. It seeks to give balanced and understandable information about the Company, its position and its proposals in its reports to shareholders.

4.9.1 Shareholders may elect to receive information electronically either by email or on the Company's website. The Company will communicate by post with shareholders who have not elected to receive information electronically.

5. Communications with other stakeholders

The Company is committed to ensuring that all stakeholders regularly receive information about the Company and its activities. While individual briefings may be held with key stakeholders, such as financiers, the principal means of ensuring that stakeholders to have access to information will be through the Company's website.

6. Website

6.1 The Company's website is the primary means to provide information to all stakeholders. It has been designed to enable information to be accessed in a clear and readily accessible manner.

6.2 The following will be available on the Company's website:

6.2.1 all announcements and releases to the ASX;

COMMUNICATIONS STRATEGY

- 6.2.2 copies of presentations to shareholders, institutional investors, brokers and analysts where possible;
- 6.2.3 any media or other releases;
- 6.2.4 all notices of meetings and explanatory material;
- 6.2.5 a copy of the Company's most recent annual report as well as previous annual, half yearly and quarterly reports;
- 6.2.1 copies of the Company financial announcements and financial data (for the preceding three years);
- 6.2.2 all of the Company' codes, policies and charters; and
- 6.2.3 any other relevant information concerning non-confidential activities of the Company including business developments.

7. Additional information

If you have any questions arising from the Company's Communications Strategy, please contact the Company Secretary.

Dated and approved by the Board on 20th July, 2015