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**NEWS RELEASE
APODI SELECTED BY ABPI**

Apodi Limited has signed an exclusive agreement with the ABPI to provide a fully comprehensive outsourced HR and Development Service as part of the ABPI's modernisation agenda.

Mark Murphy, Apodi's Business Unit Director for HR and Development services said: "We are delighted by this opportunity. As a highly experienced HR and Development team with a strong heritage in the Pharmaceutical and Healthcare sectors, we have a wealth of experience and credibility in dealing with HR issues typical to the Pharmaceutical industry."

ABPI Chief Executive Officer Stephen Whitehead said: "I am really pleased with our decision to appoint Apodi to support our HR requirements. We took the decision to move away from an in-house to an out-sourced service as we were keen to benefit from the wider skill set that Apodi could offer. They have made the transition so easy and we are all really enjoying working with them."

About Apodi

Apodi provides comprehensive outsourcing solutions to pharmaceutical and healthcare businesses and organisations.

Working in partnership with pharmaceutical and healthcare companies we deliver innovative, commercial and value added outsourcing solutions, which:

- Improve patient outcomes and experiences
- Advance relationships with the NHS
- Drive the commercial return of your products

Through commercial insight, market intelligence and highly motivated people, Apodi helps our clients achieve improved outcomes and performance. Over the years we have worked hard to break the traditional model with a focus on the changing NHS environment and the challenge we all face to improve patient outcomes.

The Apodi HR and Development unit assists clients in building high performing organisations by optimising workplace performance.

About the ABPI

The ABPI represents innovative research-based biopharmaceutical companies, large, medium and small, leading an exciting new era of biosciences in the UK.

Our industry, a major contributor to the economy of the UK, brings life-saving and life-enhancing medicines to patients. Our members supply 90 per cent of all medicines used by the NHS, and are researching and developing over two-thirds of the current medicines pipeline, ensuring that the UK remains at the forefront of helping patients prevent and overcome diseases.

The ABPI is recognised by government as the industry body negotiating on behalf of the branded pharmaceutical industry, for statutory consultation requirements including the pricing scheme for medicines in the UK.

For more information contact Lynn Jeggo, Marketing Services Director at Apodi on 01628 500890 or email: lynn.jeggo@apodi.co.uk