

1 June 2013

NEWS RELEASE – APODI WINS EXCLUSIVE OUTSOURCING DEAL WITH THE ABHI

Apodi Limited has signed an exclusive agreement with the ABHI (The Association of British Healthcare Industries) to provide a fully comprehensive outsourced HR & Development Service as part of the ABHI's plans to increase its HR capability.

Mark Murphy, Business Unit Director for Apodi's HR & Development service said: "We are really pleased to have this opportunity. As a highly experienced HR&D team with a strong heritage in the Healthcare, Pharmaceutical and trade association environments we have a wealth of experience and credibility in dealing with HR issues typical to these sectors."

ABHI Chief Executive Peter Ellingworth said: "I am really pleased with our decision to appoint Apodi to support our HR requirements. Apodi came to us very well regarded and are experienced in dealing with organisations like ourselves. We took the decision to outsource the service as we were keen to benefit from the wider skill set that Apodi could offer to help us help our staff and are really excited about working together."

About Apodi

Apodi provides comprehensive outsourcing solutions to pharmaceutical, healthcare and medical technology 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 & Development service assists clients in building high performing organisations by optimising workplace performance.

About the ABHI

The Association of British Healthcare Industries (ABHI). ABHI is the industry association for the medical technology sector in the UK.

ABHI's purpose is to promote the rapid adoption of medical technologies to ensure optimum patient outcomes throughout the UK and in key global markets.

With over 250 company members ABHI is the voice of the medical technology sector, championing industry to the NHS, Government, regulators and stakeholders.