

Trueblue and Alfasigma announce a multi-year agreement.

Verona (Italy), Bologna (Italy)- June 1st, 2018 Today, Trueblue announced that a new contract has been signed to continue the long-lasting relationship with Alfasigma. Under the terms of this multi-year agreement, Alfasigma will continue to leverage both Trueblue's CRM and its Business Intelligence products Suite in its various subsidiaries worldwide.

"Thanks to Trueblue's Analytical and Operational CRM solutions, we have been able to create and implement the selling model in our affiliates worldwide. On this foundation it was possible to concretely apply the evolution theories of Lean Organization and Six Sigma methodology into what we call Excellence in Execution, and thanks to Trueblue Suite we are now able to measure the impact".

Domenico Zilioli - Alfasigma, Corporate Sales Excellence

We are proud to continue this strong partnership with Alfasigma, and to be able to provide the constant support affiliate by affiliate at worldwide level", said Marco Bonesini, Trueblue's CEO. "We have worked together creating value for Alfasigma with the objective to contribute to the performance improvement, beyond the solution implementation; we would like to highlight how a CRM solution should be a true commercial enabler, integrating all the different sources of information in order to support business and to increase efficiency and effectiveness.

Marco Bonesini - Trueblue CEO

About Alfasigma

Alfasigma, is an Italy-based integrated multinational pharmaceutical company with 2017 revenues in excess of €1 billion and 2,800 employees globally. Outside of its core Italian market, Alfasigma has 16 subsidiaries in Europe, Asia, North and Central America and Africa.

About Trueblue

For more than 25 years, Trueblue has been supporting the main multinational pharma companies all over the world. Through the supply of its products and services, in recent years it has gained a dominant position on the world market in the Analytical and CRM areas. Trueblue is recognised by the market for the innovation, quality, expertise and excellence of its solutions. Its customers include eight of the world's top ten pharmaceutical groups, such as Pfizer and GSK. As of today, Trueblue's solutions are used by 60,000 users across 90 countries. Trueblue has also been able to anticipate the trend by investing in Artificial Intelligence applied to the pharma market right from the start, giving a further boost to the global business structure.

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