

R&D

Message from Management

Recognizing the urgency of the fight against disease, we continually pursue innovation in drug discovery to help patients worldwide.

Tadataka Yamada, M.D. Director and Chief Medical & Scientific Officer

4.6m

Deaths worldwide due to diabetes (2011)

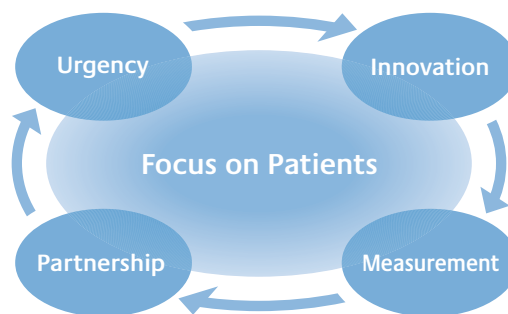
Source: *IDF Diabetes Atlas 5th Edition*, International Diabetes Federation

The incidence of diabetes is rising in emerging countries, with particularly rapid growth in patient numbers in China and India.

Based on my experience within the global pharmaceutical industry, I believe that there are four key principles which should guide Takeda's R&D organization and activities to ensure it sustainable growth.

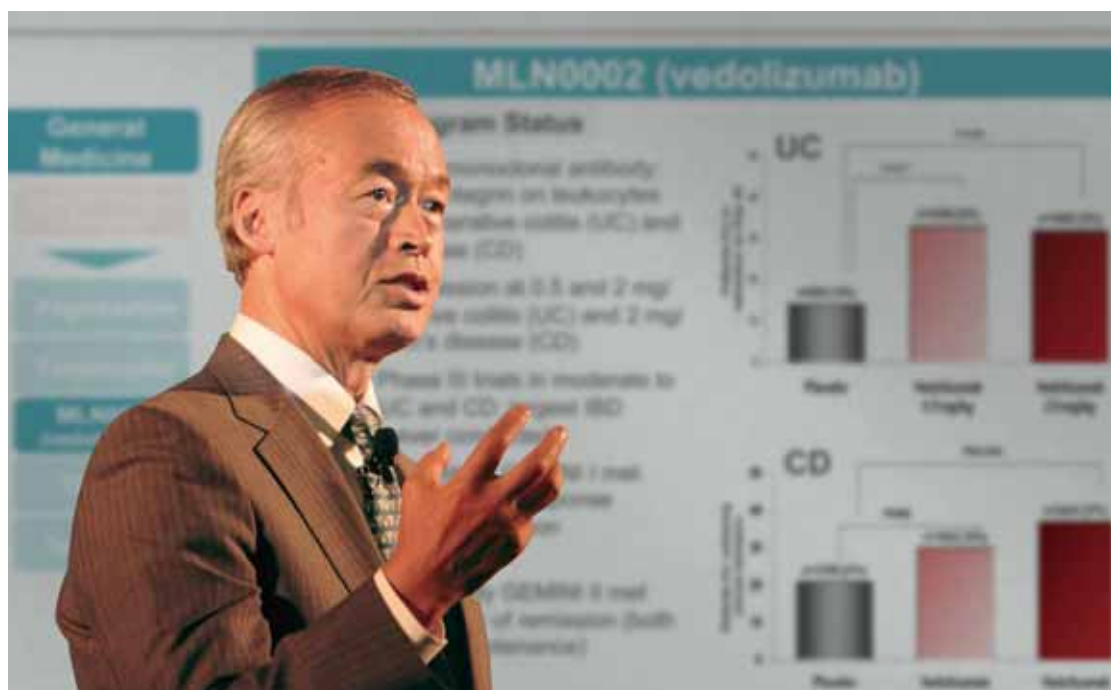
The first principle is urgency. In global health, urgency is driven by the knowledge that every year, eight million children under five years of age die unnecessarily from diseases that could be prevented or treated. Many patients also die every day from diseases such as metabolic and cardiovascular diseases, oncology, and central nervous system disorders. Those involved in pharmaceutical R&D need to share the same sense of urgency as is felt by patients and their loved ones, who want better medicines to be developed as quickly as possible. We would work ceaselessly to ensure that every possible approach is considered in the search for a solution if it were our own relatives. This sense of urgency must be the power that helps drive us to discover novel, effective drugs.

Takeda R&D Principles



CMSO

In November 2011, Takeda established the new position of Chief Medical & Scientific Officer (CMSO) with the aim of increasing R&D productivity by driving innovation and skillfully allocating resources. As the first CMSO, Dr. Tadataka Yamada sits on the Global Leadership Committee and chairs the subcommittee that makes top-level decisions for all R&D activities.



Message from Management

By maximizing the value of new products, we will continue contributing to healthcare in Japan while also seeking to earn the trust of patients, healthcare professionals and society.

Masato Iwasaki Director and Senior Vice President, Pharmaceutical Marketing Div.

Takeda has launched a succession of new products into the Japanese market since fiscal 2010. In addition to lifestyle diseases such as diabetes and hypertension, we also ventured into new therapeutic areas with a high degree of unmet medical needs, such as insomnia, dementia and cancer, and strengthened our foundation in the vaccine business. Every day we continue to work to bring healthier lives to more patients. Going forward, Takeda's mission as an R&D-oriented firm will be to continue launching new high-value-added drugs that help larger numbers of people. Maximizing the value of these products during this process is the key to Takeda's future growth.

The Japanese market accounts for about 40% of Takeda's overall sales. We aim to be the No. 1 company in Japan in all our major therapeutic areas in order to achieve continuous growth. Our priority tasks for fiscal 2012 focus on two of our next-generation strategic products. Specifically, we aim to expand the presence of the type 2 diabetes treatment *NESINA* (alogliptin benzoate) and to secure rapid market penetration with the antihypertensive *AZILVA* (azilsartan).

Maximizing product value cannot be achieved simply by providing information on products. It must also involve treatment regimen in accordance with the pathology of individual patients. For that purpose, we will work to further improve capability of every Takeda MR, while at the same time enhancing the support in medical and scientific knowledge and findings we offer them, and utilizing IT to build innovative systems for promoting products. We will also reinforce our links with wholesalers, which are another of Takeda's strengths.

As Takeda continues its progress in becoming a global company, we are also working to strengthen our links with our marketing staff around the world and with members in other divisions such as R&D. By striving to create new value in these ways, we will contribute to healthcare in Japan and the healthier lives of patients.

No.1

Takeda MRs rated by physicians (2012)

Source: *Monthly Mix* February, 2012 "What Doctors Want from an MR"

