

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.

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Takeda MRs rated by physicians (2012)

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

