

International Strategic Products (Ethical Drugs)

We provide superior pharmaceutical products - a crown of "Takeda-ism" to global medical professions and patients.

For prostate cancer and endometriosis

Leuporelin Acetate



Brand names: *Leuplin* (Japan)
Lupron Depot (United States)
Enantone / Trenantone (Europe, Asia)

Drug delivery system (DDS) research has resulted in the formulation of leuporelin acetate, an LH-RH agonist, in a sustained-release formulation for the treatment of prostate cancer, endometriosis, and others. The sustained-release injectable formulation is available of up to once every four months in the U.S. Leuporelin acetate is marketed in around 80 countries worldwide, and is considered a gold standard therapy for prostate cancer.

For peptic ulcers

Lansoprazole



Brand Names: *Takepron* (Japan, Asia)
Prevacid (United States, Asia)
Ogast, Lansox, Agopton (Europe)

Once-daily dosing with lansoprazole, a proton pump* inhibitor, provides fast symptom relief for gastric and duodenal ulcers, and achieves high healing rates. Lansoprazole is marketed in around 90 countries worldwide and is recognized as the top brand in major countries.

*Proton pump: an enzyme that functions in the final stages of acid secretion in gastric parietal cells

Consumer Healthcare Drugs & Quasi-Drugs Consumer Healthcare Business

Aiming to become a good consumer partner in the self-medication age

Takeda sees the consumer healthcare drug (OTC drugs) business as a key business category, anticipating the future self-medication age, as playing a part in our pharmaceutical business. Utilizing the comprehensive strength of research, production and marketing, we will promote our business activities as an effective partner for consumers wishing to live every day in good health.

- In the *Alinamin* brand, Takeda is engaged in proactive communication activities, aiming to ensure that *Alinamin* represents a countermeasure to help consumer from fatigue and stay healthy. As for promotional activities via mass media, we will focus on product advertising for *Alinamin A*, *Alinamin EX-PLUS* and *Alinamin V* respectively in order to demonstrate

the features of each product so that consumers will choose appropriate one for their symptoms, as well as promotional action to publicize the *Alinamin* brand as a whole. In our activities, we will also promote the reinforcement of storefront pharmaceutical information provision in order to help consumers find a solution to ease their fatigue.

- Under the *BENZA* brand, we will continue to further enhance awareness of the brand as a cold remedy series, providing consumers with options to select their preferred choice based on their symptoms, and centering on products such as *Benza Block S*, *Benza Block L* and *Benza Block IP*.



Alinamin A



Alinamin EX-PLUS



Alinamin V



Alinamin V&V NEW



Alinamin 7



Alinamin 7 GOLD

For hypertension

Candesartan Cilexetil



Brand Names : *Blopess* (Japan, Europe, Asia)
Amias, Kenzen (Europe)

Candesartan cilexetil is an angiotensin II receptor blocker* (ARB) that is revolutionizing hypertension treatment. In around 90 countries worldwide, candesartan cilexetil enjoys a trusted reputation in the medical profession, as its once-daily dosing provides patients with a mild and hypotensive action that lasts many hours. In addition, candesartan cilexetil also has efficacy for the treatment of chronic heart failure.

* Angiotensin II receptor blocker: blockade of the action of angiotensin II, a hormone that increases blood pressure

For diabetes

Pioglitazone Hydrochloride



Brand Name : *Actos* (Japan, United States., Europe, Asia)

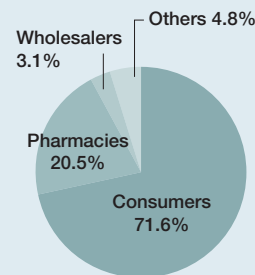
Once-daily dosing with pioglitazone hydrochloride improves insulin resistance and reduces blood sugar levels, without placing any additional burdens on the pancreas. The drug is marketed in around 70 countries worldwide. In the United States, *Actoplus Met*, a fixed-dose combination tablet of pioglitazone hydrochloride and metformin, as well as *Duetact*, a fixed-dose combination tablet of pioglitazone hydrochloride and glimepiride are also marketed.



- As for the *Nicorette* gum series, Takeda aims to further improve the market penetration of this brand as an OTC smoking-cessation product, by encouraging the drugstores to educate the consumers about the product and its appropriate administration, meeting the needs of consumers trying to quit smoking.
- In March 2007, Takeda renewed the package of Chinese herbal medicine: *Rubina*, which helps to improve symptoms, including feelings of coldness, hot flushes and vertigo, resulting from menopausal symptoms. Through proactive promotional activities via mass communication, we will improve consumer awareness on this product.

RESPONSE TO INQUIRY

Takeda is responding with integrity to inquiries and feedbacks regarding consumer healthcare drugs & quasi-drugs through its Customer Service Desk - Healthcare Company. The total number of inquires was 15,365 in fiscal 2006.



Breakdown of inquiries



Banza Block S

Banza Block L

Banza Block IP



Rubina

