

# Takeda continues to promote initiatives based on the Takeda-ism corporate philosophy in countries around the world

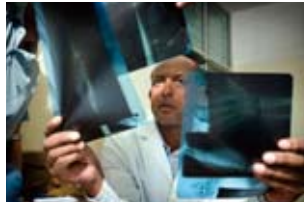
## CSR Activity in Italy

### Supporting the Flying Doctor Service for underprivileged patients in Africa

The Flying Doctor Service is the airborne medical services arm of AMREF, the African Medical and Research Foundation, an international non-government health organization, founded in Kenya 1957.

The AMREF Flying Doctors Outreach Program serves more than 135 rural hospitals that are visited 2-6 times per year in order to provide specialized health services closer to where the rural and disadvantaged communities live throughout the Eastern African region—an area the size of Western Europe.

With air ambulance aircrafts fully equipped, full time medical staff and aircrew are on standby 24 hours a day to respond to emergencies. In 2007/08 the outreach projects provided 27,357 medical consultancies and 8,200 surgical operations; it also trained 1,400 doctors and 4,700 nurses. Takeda Italia Farmaceutici (TIF) financial aid directly supports the charity work of the Flying Doctors and the realization of some of their many medical missions.



Doctor Astrat Mengistre

### Stakeholder's Voice

My team and I spend our lives travelling to African remote rural hospitals. The challenges of performing surgery in these hospitals are immense and outreach patients travel for miles to reach me.

Despite all this, I have carried out 1,702 consultations and 801 operations during 80 outreach trips in the last twelve months. The operations make a big difference to the lives of my patients. Most of them have suffered for a long time, often since birth. The fact that we are able to make a difference in the lives of many desperate people in our region makes me proud.

**Astrat Mengistre, M.D.**  
Clinical Services Specialist—AMREF



AMREF Flying Doctor Service medical staff and flight staff

## Relationship with Society

### CSR Activity in the UK

#### Raising funds for patients of diabetes and stroke through a charity cycling event

In Northern Ireland, Takeda UK (TUK) employees have raised over £50,000 for diabetes and stroke patients by organising and taking part in what has become one of the UK's biggest charity cycle events. Now in its eighth year, the Bangor Coastal Challenge attracts some 700 entrants from all over Ireland (including local clinicians), who follow a spectacular 100-kilometer coastline route.

Organizing such a huge event is a year-long task for the Takeda volunteers who first thought of the idea, and they work closely with local community groups to secure commercial sponsorship and arrange all the necessary logistics. The money raised each year is donated to the diabetes, cardiology and stroke units of the Ulster Hospital.



Physician Roy Harper and employees of TUK with a donation for the Ulster Hospital

#### Stakeholder's Voice

I'm indebted to the organizing team for their enthusiastic support over the years. At the Ulster Hospital Diabetes Unit, we're using the money raised by the cycle challenge to build and maintain a website to give our patients additional information and support that they can tap into whenever they want. The link between the cycle challenge and the hospital also helps by promoting the value of regular exercise, which plays such an important part in the prevention and treatment of diseases such as diabetes, heart disease and stroke.

Well done—and thanks!

**Dr. Roy Harper**

Consultant Endocrinologist,  
The Ulster Hospital, Belfast



Cyclists in the Bangor Coastal Challenge charity cycling event