

International Strategic Products (Ethical Drugs)

We provide superb pharmaceutical products—the ultimate goal of “Takeda-ism” —to global medical professions and patients

For prostate cancer, breast cancer and endometriosis

Leuprorelin Acetate



Brand Names: *Leuplin* (Japan),
Enantone (Europe, Asia)

Leuprorelin acetate is an LH-RH agonist with a sustained-release formulation to which we devoted the results of our drug delivery system (DDS) research. It is marketed in around 80 countries worldwide and is considered a gold standard therapy for prostate cancer. Its sustained-release injectable formulation, available up to once every six months, has also been launched in Finland, Sweden and France, followed by Germany (January 2009) and Austria (March 2009).

For peptic ulcers

Lansoprazole



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

A 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)

A reliable partner for consumers in the age of self-medication

In the consumer healthcare business, Takeda sells over-the-counter (OTC) drugs as one element of its pharmaceuticals business. Takeda believes OTC drugs will become an increasingly important product category in view of the "age of self-medication" to come.

In fiscal 2008, consumer healthcare business sales increased 4.1 percent to ¥64.4 billion. The regulatory environment changed in June 2009 with the enactment of the first amendments to Japan's Pharmaceutical Affairs Law in about 50 years. For OTC drugs, in addition to supplying quality products that are safe and effective, companies must meet stricter requirements for providing consumers with drug information. However, we have been taking many actions to supply the necessary amount of information well before the enactment of these amendments. We plan to leverage our collective strengths in the fields of research, manufacturing and sales in order to enhance business activities and become

an even better partner in helping people lead healthy lives.

- For the *Alinamin* lineup of products, we continue to use high-profile advertising and marketing activities to make this brand synonymous with the relief of fatigue. Commercials for these products feature the line "Good job. Have an *Alinamin*," and individual products in the lineup are based on the different ways in which people feel fatigue. We expanded the lineup of *Alinamin A*, *Alinamin EX PLUS* and *Alinamin V* with the addition of the *Alinamin R* drink. With this larger selection, we can help an even broader range of customers remain energetic all day.
- The *Benza* lineup of cold medications has three main products: *Benza Block S*, *Benza Block L* and *Benza Block IP*. These products are tailored for particular cold symptoms, allowing consumers to treat the symptoms they have.
- For *Nicorette* brand, Takeda has introduced a new flavor and is taking other actions to capture a larger share of the market for OTC products used to help people quit smoking.



Alinamin A *Alinamin EX-PLUS* *Alinamin V* *Alinamin R* *Benza Block S* *Banza Block L* *Banza Block IP* *Storage Type H* *Storage Type I* *Storage Type G*

Products

For hypertension

Candesartan Cilexetil



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

Candesartan cilexetil is an angiotensin II receptor blocker* (ARB) for hypertension treatment. A once-daily dosing provides patients with a long lasting mild anti-hypertensive effect. Candesartan cilexetil is marketed in around 90 countries worldwide, and enjoys a trusted reputation in the medical profession in each country. Candesartan cilexetil also has an indication for the treatment of chronic heart failure. In addition, a fixed-dose combination with a diuretic agent is also marketed in around 60 countries for hypertension.

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

For diabetes

Pioglitazone Hydrochloride



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

A once-daily dosing with diabetes treatment pioglitazone hydrochloride improves insulin sensitivity and reduces blood glucose levels, without placing any additional burden on the pancreas. The drug is marketed in around 80 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.



Actage Mini patches *Actage L patches* *Actage SN tablets*

Demand is strong because smoking is now recognized as a significant issue in Japanese society.

- Takeda introduced the *Storage* brand of Chinese herbal medicine in June 2009 for the treatment of stomach disorders caused by stress. In response to the stresses of day-to-day life, the selection of products allows people to choose the type that best matches their needs.
- The *Actage* series of drugs is used for relief from localized pain. *Actage AN* tablets ease pain in joints and nerve pain, while *Actage SN* is for people suffering from shoulder and neck stiffness. In March 2009, we started selling *Actage Mini* patches and *Actage L* patches, which are placed over the afflicted part of the body for relief from pain. With options for internal and external treatment, *Actage* can now serve an even broader range of needs for localized pain relief.



Responses to Customer Inquiries

The Customer Service Desk—Healthcare Company gives customers and others a means of obtaining more information about our OTC drugs and quasi-drugs. We also welcome suggestions and other forms of feedback. In fiscal 2008, we received 19,174 inquiries, about 400 more than in the previous fiscal year.

Breakdown of Customer Inquiries

