

# Takeda's Position on Global Pricing

Takeda's mission is to strive towards better health for people worldwide through leading innovation in medicine. In carrying out our mission we prioritize patients, trust with society, our reputation, and our business, in that order. By fulfilling unmet medical needs and helping to save and improve the lives of patients globally we build trusting relationships with society.

## POSITION

### Summary

- **Value-based pricing:** Takeda believes that the price of medicines should reflect the value medicines create for patients and for society. We define value as the outcome achieved for patients relative to the cost of the intervention.
  - **Access for patients:** Takeda aims to provide access to its innovative medicines for as many patients as possible across the world.
  - **Finding new solutions together:** Takeda works with governments and health systems to find new solutions to pricing and access to ensure that systems remain sustainable.
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- **Contribution of our medicines to society:** Medicines are major contributors to the health and well-being of individuals and populations. Takeda has contributed to fulfilling the unmet needs of patients with unique medicines like Entyvio<sup>®</sup> (vedolizumab), Adcetris<sup>®</sup> (brentuximab), and Ninlaro<sup>®</sup> (ixazomib).
  - **Value-based pricing:** Value should be fundamental to price, but can be difficult to measure. We define value as the outcome achieved for patients relative to costs. Outcomes can be measured through many dimensions: first and foremost patient outcome, cost effectiveness versus current standard of care, and other treatments. We intend to set prices based on value measured in such ways. But we also intend to deliver our innovative medicines at prices which are acceptable to payers and society depending on their ability to finance innovation. This should also allow Takeda to sustain its significant investment in R&D in order to bring more valuable and innovative medicines to patients in the future.
  - **Access for patients:** We intend to provide access to our innovative medicines for as many patients as possible through [Takeda's Access to Medicine Initiative](#) including assistance programs that make medicines more affordable for patients in a sustainable way. We are also developing programs that “go beyond medicines” to help educate patients about diseases and treatments, improve the diagnostic rates for non-infectious diseases, help provide transport to medical facilities, and provide medical education to health workers.

- **Finding new solutions together:** We work together with governments and healthcare systems to find new solutions to pricing and access to make systems sustainable. For example, we are experimenting with value-based pricing models instead of the current model which is often based on volume and the price of existing molecules.

## **CONCLUSION**

Takeda is committed to delivering innovative medicines and vaccines to patients. We will continue working with governments and healthcare systems to find solutions that make medicines and vaccines more accessible without compromising sustainability of healthcare system.