



# News Release

## Takeda Pharmaceutical Company Limited

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### **Takeda to Expand Presence in Asia with Operations in South Korea**

Osaka, Japan, June 23, 2010 – Takeda Pharmaceutical Company Limited (Osaka, Japan, “Takeda”) announced today it will establish a new commercial subsidiary in South Korea. Takeda aims to increase its global market coverage to approximately 90 percent by the end of fiscal 2012, one of the key strategic initiatives of the 2010-2012 Mid-Range Plan.

The South Korean pharmaceutical market is the 15th largest in the world with an almost 10 percent growth rate projected for the next several years, according to IMS data. With more than 48 million people, South Korea is one of the largest pharmaceutical markets in which Takeda does not have a direct presence and a key market for Takeda’s Asian strategy. Takeda’s expansion into Korea will increase the value of Takeda’s portfolio, address a sizeable territory coverage gap and strengthen Takeda’s reputation in Asia.

The new subsidiary will conduct sales and marketing of key products for the Korean market. Upon establishment, Takeda will build the infrastructure necessary to support further growth of the organization.

About the new subsidiary in South Korea:

Name: To be determined

Location: Seoul, South Korea

Established: Planned for August 2010

#### **About Takeda Pharmaceutical Company Limited**

Located in Osaka, Japan, Takeda is a research-based global company with its main focus on pharmaceuticals. As the largest pharmaceutical company in Japan and one of the global leaders of the industry, Takeda is committed to strive towards better health for patients worldwide through leading innovation in medicine. Additional information about Takeda is available through its corporate website, <http://www.takeda.com/>.

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