



Takeda Pharmaceuticals Europe Limited

Takeda, global Japanese pharmaceutical company, launches operation in Turkey

Sales and marketing office opened in key growing market

Istanbul, Turkey, September 28, 2010 - Takeda Pharmaceuticals Europe Limited (Takeda) today locally announced its entry into the Turkish market with the establishment of its commercial subsidiary. Takeda's expansion into Turkey will increase the value of its portfolio, address a sizeable territory coverage gap and strengthen Takeda's reputation in Europe as the company continues to meet one of its key strategic initiatives to increase its global market coverage.

As a key emerging market in the world economy, Turkey has the second largest pharmaceutical market in Eastern Europe with double digit growth in each of the last five years. With nearly 70 million people, Turkey is one of the largest pharmaceutical markets in which Takeda does not have a direct presence and a key market for Takeda's European strategy.

"Turkey's rapidly expanding domestic market and impressive pharmaceutical market growth were key factors in our decision to expand here," said Toshio Kusunose, Executive Vice President of Takeda Pharmaceuticals Europe Limited. "Turkey continues to demonstrate its position as a rapidly expanding European market, and establishing a commercial operation here strengthens our global expansion plan."

The new subsidiary conducts sales and marketing of key products for the Turkish market. Since its initial opening in May, Takeda has been building the infrastructure necessary to support further growth of the organization within the Turkish marketplace.

"Takeda's corporate mission is to strive towards better health for patients worldwide through leading innovation in medicine," said Ayşe Uysal Torun, General Manager, Takeda Turkey, "and we plan to carry out that mission now in Turkey for patients and healthcare professionals."



Takeda's first product on the Turkish market is Actos® (pioglitazone HCL), a leading prescription medication used along with diet and exercise to treat type 2 diabetes.

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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, www.takeda.com

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