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FOR IMMEDIATE RELEASE

Takeda and CenovaPharma to Co-Promote Takeda's Actos® (Pioglitazone HCl) for the Treatment of Type 2 Diabetes in Turkey

ISTANBUL, 15 October, 2010 - Takeda Pharmaceuticals Turkey ("Takeda") and Cenovapharma jointly announced that both parties have entered into an agreement under which Cenovapharma in Turkey will co-promote Takeda's Actos® (pioglitazone HCl) with Takeda Pharmaceuticals in Turkey. The exclusive co-promotion agreement will build on the current sales capability for Actos in Turkey by increasing the number of medical representatives supporting the sales and marketing of the product and expanding the product reach utilizing the territory coverage of Cenovapharma in Turkey.

"The combination of Takeda's industry leading product, backed by compelling clinical evidence and Cenovapharma's capability and coverage in Turkey creates a winning partnership"

Actos, for the treatment of type 2 diabetes, has been sold in Turkey since May, 2010 by Takeda Pharmaceuticals.

"Takeda has a significant opportunity to increase its presence in Turkey, and we are pleased to be partnering with Cenovapharma to make Actos even more widely available to patients in Turkey," said Ayse Uysal Torun, General Manager, Takeda Pharmaceuticals Turkey. "We are committed to contributing to the health of people in Turkey through a strong sales and marketing framework that provides enhanced access to our products for patients and healthcare providers, and we look forward to further expanding our talent base in Turkey to realize this goal."

"The combination of Takeda's industry leading product, backed by compelling clinical evidence and Cenovapharma's capability and coverage in Turkey creates a winning partnership", said Faik Somer, CEO, Cenovapharma. "According to the data from the TURDEP study results, Turkey is estimated to have over 15 million diabetics by 2025, and we are delighted to partner with Takeda to provide these people with the opportunity to live healthier lives".

Under the co-promotion agreement, Cenovapharma has begun marketing and promoting Actos in Turkey, in October 2010.

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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.

About Cenovapharma

Headquartered in Istanbul, Turkey, Cenovapharma specializes in providing innovative healthcare products to the Middle East, Africa, Turkey and the Caspian Regions. Cenovapharma provides expertise with its focused sales and marketing approach in partnership with biotechnology and pharmaceutical companies for diabetes, cardiovascular, ophthalmic and oncology products. Information about Cenovapharma is available through its corporate website, www.cenova.com

Contacts:

Robert Gallo, Head of Corporate Communications
Takeda Pharmaceuticals Europe Ltd.
Office: +44 203 116 8874
Cell: +44 750 001 2866
Robert.Gallo@TPEU.co.uk

Ayşe Uysal Torun, General Manager, Takeda İlaçları Tic. Ltd. Sti.
Takeda Pharmaceuticals Europe Ltd.
Office: +90 212 366 58 98
Mobile: +90 530 934 95 34
ayse.uysal@takeda.com.tr