

October 1, 2015

Sumitomo Dainippon Pharma Co., Ltd.

## **Sumitomo Dainippon Pharma Celebrates 10th Anniversary of the Merger**

Sumitomo Dainippon Pharma Co., Ltd. (Head Office: Osaka, Japan; President: Masayo Tada) celebrates today the tenth anniversary of the merger. We express our sincere appreciation for all the support we have received over the years.

Since the 2005 merger, Sumitomo Dainippon Pharma has promoted research and development to create new drugs and has provided pharmaceuticals serving the needs of patients and healthcare providers, to fulfill our corporate mission “to broadly contribute to society through value creation based on innovative research and development activities for the betterment of healthcare and fuller lives of people worldwide.” In the same spirit, we have promoted globalization of our business, notably in North America.

With a view to contributing to improved healthcare around the globe, we will continue meeting the challenge of creating innovative pharmaceuticals, with particular emphasis on four areas: psychiatry & neurology, oncology, diseases fields where no approved drugs exist, and regenerative medicine/cell therapy. In so doing, we seek to improve the corporate value further by carrying out our day-to-day activities in conformity with the Declaration of Conduct which sets forth the fundamental principles for our corporate activities.


Taking this opportunity, we have defined a global slogan, In addition, we are launching community service programs and a TV commercial as detailed below.

- Global slogan

### **Innovation today, healthier tomorrows**

Befitting Sumitomo Dainippon Pharma’s tenth anniversary of the merger, “Innovation today, healthier tomorrows” is the global slogan adopted by four pharmaceutical companies of Sumitomo Dainippon Pharma group (Sumitomo Dainippon Pharma, Sunovion Pharmaceuticals, Boston Biomedical, and Sumitomo Pharmaceuticals (Suzhou).

The global slogan reflects our full commitment to deliver to society revolutionary pharmaceuticals, acquired through groundbreaking ideas and high-standard research and development by each individual employee’s challenge for innovation, so as to help enable the patients and their families lead healthier and fulfilling lives.

- Community service programs  
To express our appreciation for the kind understanding and support shown by the local communities over the last ten years, the officers and employees of Sumitomo Dainippon Pharma will be developing various community service activities in the next 12 months. Honoring our pledge “to build harmonious relationships with society” as stated in our Declaration of Conduct, we will follow through on this program with a view to deepening our involvement and dialogue with society.
    - Activities in welfare facilities for the disabled, senior citizens and children
    - Bamboo clearing, thinning and other *satoyama* conservation activities
    - Cleanup and beautification services, participation in charity walk events and the like in the neighborhood of our business locations.
  
  - New TV commercial  
Starting today, the tenth anniversary, a new TV commercial of Sumitomo Dainippon Pharma is on air. For details, please refer to our today’s separate new release about the TV commercial.
  
  - Tenth anniversary logo mark  
This logo specially created to commemorate the tenth anniversary symbolizes the continued dynamic growth of the company by the progressing spiral of dots in green, the Sumitomo Dainippon Pharma’s corporate color.
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- The logo for the 10th anniversary features a large '1' on the left and 'th' on the right, with a spiral of green dots forming the number '0'. Below the '1' and 'th' is the word 'Anniversary' in a smaller font.
- Tenth anniversary website  
A website has been created to share the commemorative events and programs of the tenth anniversary.

URL: <http://www.ds-pharma.com/10th/>

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