

# Mitsubishi Tanabe Pharma's Value Creation Model

We contribute to the healthier lives of people around the world through the creation of pharmaceuticals.

Mitsubishi Tanabe Pharma was established in October 2007. To contribute to the health of people around the world, we will continue our effort of opening up the future of medical care.

## The Basis of Value Creation

- Diversified human resources
- Compliance
- Corporate governance

### Consideration



Contributing to the healthier lives of people around the world

### Strengths

→ P.05

- Drug discovery capabilities/ Drug fostering and evolution capabilities
- Trust of patients and medical professionals
- DNA to take on challenges and change
- Core value chain as a traditional pharmaceutical company

## Materiality → P.07

- Pharmaceuticals and healthcare services with differentiated value
- Reliable products and sustainable supply
- Appropriate use of products
- Ethics, fairness and sincerity in business practices
- Stakeholder engagement
- Employee health, diversity and inclusion
- Social contribution activities for health

## Business/ Strategy → P.09,25

### Strategy

Medium-Term Management Plan 16–20

# “Open Up

- Strategic priority 1: Maximizing Pipeline Value
- Strategic priority 2: Strengthening IKUYAKU and Marketing

### Business processes



### Risk

- Increasing incidence rate for adult-onset diseases and rising mortality
- Increasing risk of failing health insurance systems
- Growing forays into the medical and healthcare fields from other industries

Providing Value to Society → P.11

Extension of healthy life expectancy

Approach to Value Creation → P.10

**Development pipeline**  
to be the first to deliver original value

**Modality and digital changes**  
that contribute to new medical needs

**Raise the QOL of patients and their families**

Contribute to QOL, which is to say, raise the quality of their life and living

**Raise society's productivity**

Contribute to increasing social productivity by providing superior pharmaceuticals and medical care services

**Prevent disease**

Contribute to maintaining people's health through vaccines that prevent infectious diseases and medical care to prevent the deterioration of patients' conditions

**Main Stakeholders**

- Patients and their families
- Healthcare professionals
- Shareholders and investors
- Employees
- Business partners
- Local communities



**the Future''**

Strategic priority 3:  
Accelerating U.S. Business Development

Strategic priority 4:  
Reforming Operational Productivity

**Four priority disease areas**

- Immuno-inflammation
- Diabetes and kidney
- Central nervous system
- Vaccines

**Opportunities**

- Expand market for health information services (shift from treatment to prevention)
- Realize unmet medical needs
- Progress in digitizing medical and health information using ICT