

Thailand  
01 NOV 2013  
Vol. 26

# THE OTSUKA WHATS & WHOS

Otsuka  
people creating  
new products  
for better health  
worldwide

## Overseas Expansion Started 40 Years Ago From Thailand



*220 people celebrated 40<sup>th</sup> Anniversary of Thai Otsuka Pharmaceutical at Plaza Athenee Bangkok*

Otsuka made its first international expansion in 1973, establishing Thai Otsuka Pharmaceutical (TOP). During that era, most Japanese pharmaceutical companies were focused on drug development in Western countries. However, Otsuka looked to its neighbors in the east and in 1981 became the first Japanese pharmaceutical company to establish a joint venture in China, China Otsuka Pharmaceutical Co., Ltd. Later, Otsuka headed westward to Europe and the US, offering its highly original products in the areas of pharmaceuticals, medical devices, nutraceuticals and cosmetics.



*Guests were invited to write messages and well wishes on Thai Otsuka Pharmaceutical's panel prepared at the venue*

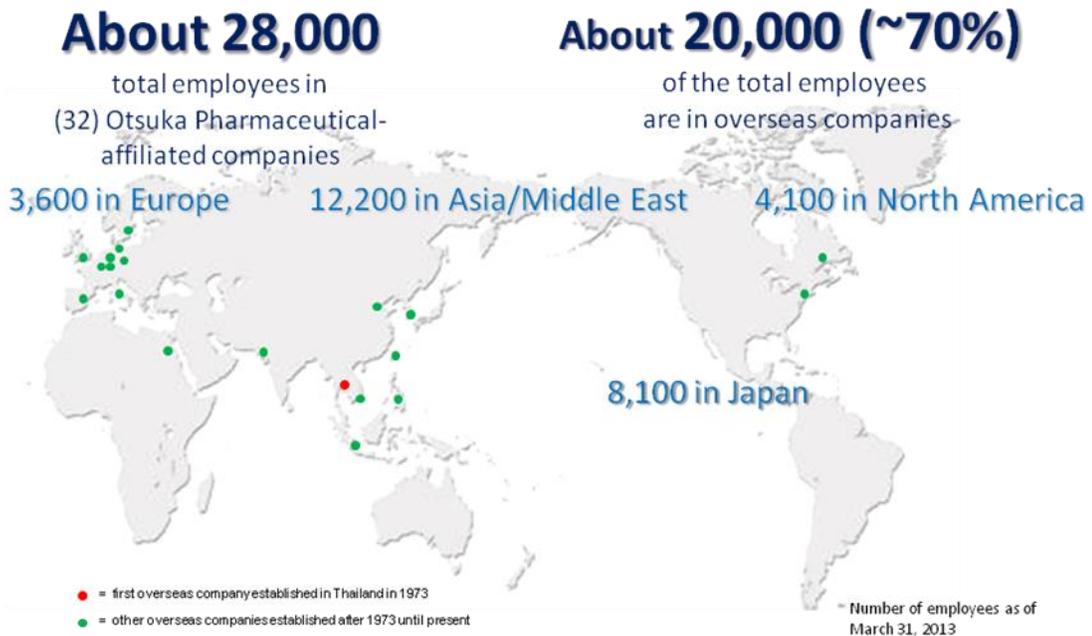
Today, Otsuka Pharmaceutical has over 20 affiliated research institutes and 139 production sites around the world. Otsuka employees are encouraged to take on creative challenges wherever they work, whether researching and developing products that promote health or supplying local markets.

Our pharmaceutical and nutraceutical products are sold in over 80 countries. For example, our central nervous system drug ABILIFY offers patients an excellent efficacy and side effect profile in disorders including schizophrenia and depression. ABILIFY is sold in 60 countries, is the seventh

ranked prescription drug in global sales<sup>\*1</sup> and the number one ranked prescription drug in the United States<sup>\*2</sup>. Otsuka's iconic beverage POCARI SWEAT, which replenishes critical electrolytes lost when sweating, is sold in 17 countries and regions and sales outside of Japan exceed domestic sales.

Overall, as the average Japanese pharmaceutical companies generate 35% of revenues internationally, Otsuka Pharmaceutical and its affiliates generate 62% and will continue to expand.

**Otsuka Pharmaceutical products are sold in more than 80 countries**



Number of Otsuka Group employees (including at non-consolidated companies)

And on November 1<sup>st</sup>, 2013 Thai Otsuka Pharmaceutical (TOP) celebrated its 40<sup>th</sup> year of operation in a gala ceremony held at the Plaza Athenee Bangkok. The event brought together 220 of the company's key stakeholders, local dignitaries and high-profile Otsuka delegates, while serving as an opportunity to renew its commitment as a leading pharmaceutical brand in Thailand.

The list of attendees included Japanese Ambassador to Thailand Shigekazu Sato; CEO Boonsithi Chokwatana from SAHA group; OPF Representative Director Tetsuji Iwamoto; OIAA's Senior Operating Officer Eom Dae-sik and a number of previous TOP presidents.

Mr. Thanan Suntayodom, chairman, conveyed



(L to R) Mr. Dae-sik Eom, SOO, OIAA division; Dr. Puttisak Puttawibul; Mr. Motoyuki Sakiyama, President of TOP; Japan Ambassador Shigekazu Sato; Mr. Boonsithi Chokwatan; Mr. Thanan Suntavodom. Chairman of TOP

his overwhelming pride in having worked as a member of Thai Otsuka over the past 40 years and shared with the audience how Otsuka began its first step to overseas expansion.

“In 1965, Otsuka Pharmaceutical Co., Ltd. Japan had appointed Mr. Sakakibara (from the foreign trade department) to be the representative to bring I.V. solution products and find a distributing agency in Thai market and that was when he met my father, Charoen Suntayodom. Right after that, Charoen Bhaesaj Group started to import products from Otsuka. The product was well accepted by our customers for its high quality and for its good treatment.

As the sales volume grew rapidly, my father and Mr. Suwan Sirivikul flew and met Mr. Masahiko Otsuka in 1971 to explain it was necessary to have a factory in the Thai market. After it was approved, a factory was established in Samut Sakorn province (about 50km from Bangkok) in 1973.”

In his congratulatory remarks, Japan Ambassador Sato expressed his sincere gratitude toward Thai Otsuka’s community service during Thailand’s worst flooding in 2011. Also, TOP President Motoyuki Sakiyama expressed his heart-felt gratitude toward its local employees, past and present, “We will become the best partner for our patients and clients in Thailand for another 40 prosperous years. Thai Otsuka is built upon Otsuka’s corporate philosophy which values innovative ideas, firm commitment to implementation as well as harmony with local culture.”

To learn more about Otsuka’s global expansion, click here  
<http://www.otsuka.co.jp/en/company/business/international.html>

\*1 ©2013 IMS Health World Review, Estimated based on ‘Preview2013 (Year 2012 Sales Data)’ Reprinted with permission

\*2 Top sales out of all drugs in the U.S. from October to December 2012 and again from January to March 2013. ©2013 IMS Health MIDAS Quantum 1Q/2013, Estimated based on ‘Sales data’, Reprinted with permission