

## Translation

# “INNOVATION BEYOND IMAGINATION”

## Creating value beyond our conventional ideas and expectations

December 1, 2014 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Main Office: Chuo-ku, Tokyo. Chairman & CEO: Osamu Nagayama (hereafter, “Chugai”)] announced today that it adopted a new slogan “INNOVATION BEYOND IMAGINATION” and has executed activities to increase brand awareness.

Under its business philosophy “Innovation all for the patients,” Chugai aims to contribute to healthcare and human health around the world through the creation of innovative medical products and services. This new slogan “INNOVATION BEYOND IMAGINATION” conveys the commitment of the company and the strong desire of its employees to make Chugai a top pharmaceutical company that continuously creates not only the products anxiously awaited by people around the world but also unprecedented medicines that exceed all expectations.

With this new slogan, Chugai implements communication activities utilizing the renewed corporate advertisements through multiple channels to raise the awareness of the corporate brand.

### [New slogan: visual]



### [Main activities]

- TV commercials, Newspaper Advertisements
  - ◇ Motion pictures : URL <http://www.chugai-pharm.co.jp/info/movie/sb/en/>
- Renew top design of corporate website
  - ◇ Chugai website : URL <http://www.chugai-pharm.co.jp/english/>
- Release brand website incorporating some episodes which showcase Chugai's strengths
  - ◇ Brand website : URL <http://www.chugai-pharm.co.jp/brand/en/>
- Distribute information via social media such as Twitter
  - ◇ Twitter : URL [https://twitter.com/chugai\\_cc](https://twitter.com/chugai_cc) (Japanese only)  
ID @chugai\_cc

**[Reference]**

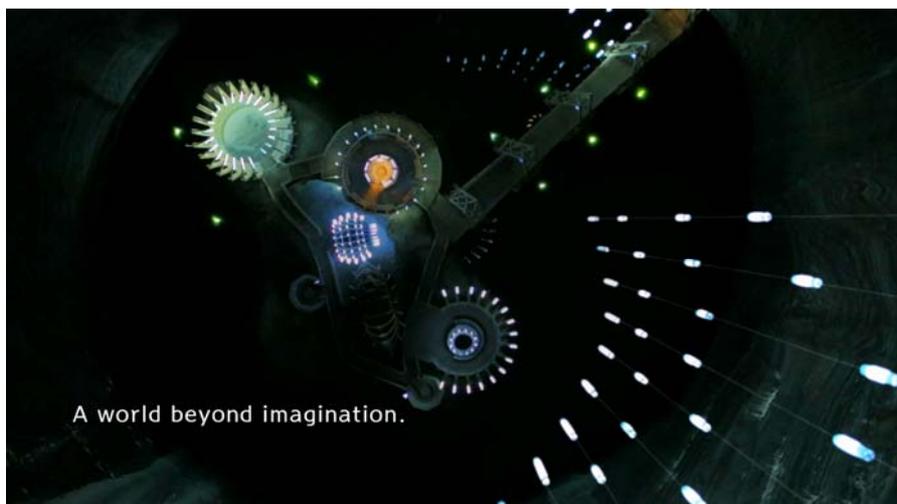
TV commercials

“Life Moved by Wind” - Strandbeest -



Dutch kinetic artist, Theo Jansen, has devoted himself to creating a new form of life, Strandbeest. Strandbeest can best be translated to “Beach Beast,” and they crawl across the sand with organic, skeleton-like movements. Jansen has constructed these with combinations of wood, plastic tubing, and wing-like sails, which propel the “beasts” using the power of the wind to move their intricate parts. In this spot, you will see “Animaris Plaudens Vela II” as well as “Animaris Percipere Primus.”

“A Universe Underground” - Salina Turda - (To be available from December 8<sup>th</sup>)



Salina Turda, salt mine museum located in Transylvania, Romania, offers visitors an almost unearthly experience - underground. Its attractions include a theater, a Ferris wheel, and a spa, as well as a lake complimented with boats that rests 120 meters below the earth’s surface. The mine’s air offers an environment virtually free of virus, making it a safe haven for those who suffer from chronic bronchitis such as asthma.