

Translation

Renewal of “Cancer Information Guide,” a Website for Patients

- Change the Content Makeup to Increase Accessibility and Usability -

March 2, 2015 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; Chairman & CEO: Osamu Nagayama] (hereafter, “Chugai”) announced today that the renewal open of “Cancer Information Guide (Japanese only)” (<http://gan-guide.jp>), a website for patients which was created in June 2009 as the leading company in oncology field.

Aimed at promoting “the implementation of cancer treatment that allows patients to confront their diseases proactively with hope,” the website employs the Navigation method to introduce various themes according to category, such as answering questions about cancer treatment from patients and providing information on mental care suited to each patient’s condition. Medical specialists provide the explanations in simple terms on the website.

With the renewal, the content was updated by simplifying the composition of the layer and categories to allow the users to access the desired information with fewer clicks. Furthermore, the website is contrived to allow the users to deepen their understanding of cancer as something even more familiar that could happen to anybody.

<Main renewal points>

- Links to the useful contents for patients shown on the bottom of each page, including “the Cancer Information Services (Japanese only)” (<http://ganjoho.jp/public/index.html>) being operated by the National Cancer Center’s Center for Cancer Control and Information Services
- A design using familiar characters and warm color combinations
- Change each name on the menu so that patients find easy to understand
- Access to a new original video of cancer information program for the public that was jointly planned with the medical information TV program, targeting the general public, as well as Chugai’s oncology brand video

Chugai operates “the Cancer Information Guide,” since it regards provision of information based on the Internet as one of the important tools for patients themselves. They can accordingly “obtain, select and understand information for the best treatment and support,” “have an environment to fight cancer with hope” and “save and live their own life.”

Chugai believes that “a pharmaceutical company needs to be involved not only in manufacturing and distributing medical products but also in providing information related to them; and as such, it is responsible for the quality of drugs and provision of information.” Based on this view, Chugai, as the leading company in oncology field, will continue to carry out activities that will be trusted and valued by healthcare professionals, patients and their families.