



Chugai Redesigns Corporate Website

TOKYO, October 1, 2018 -- [Chugai Pharmaceutical Co., Ltd.](http://www.chugai-pharm.co.jp/english/) (TOKYO: 4519) announced today the launch of its redesigned corporate website.

URL: <https://www.chugai-pharm.co.jp/english/>

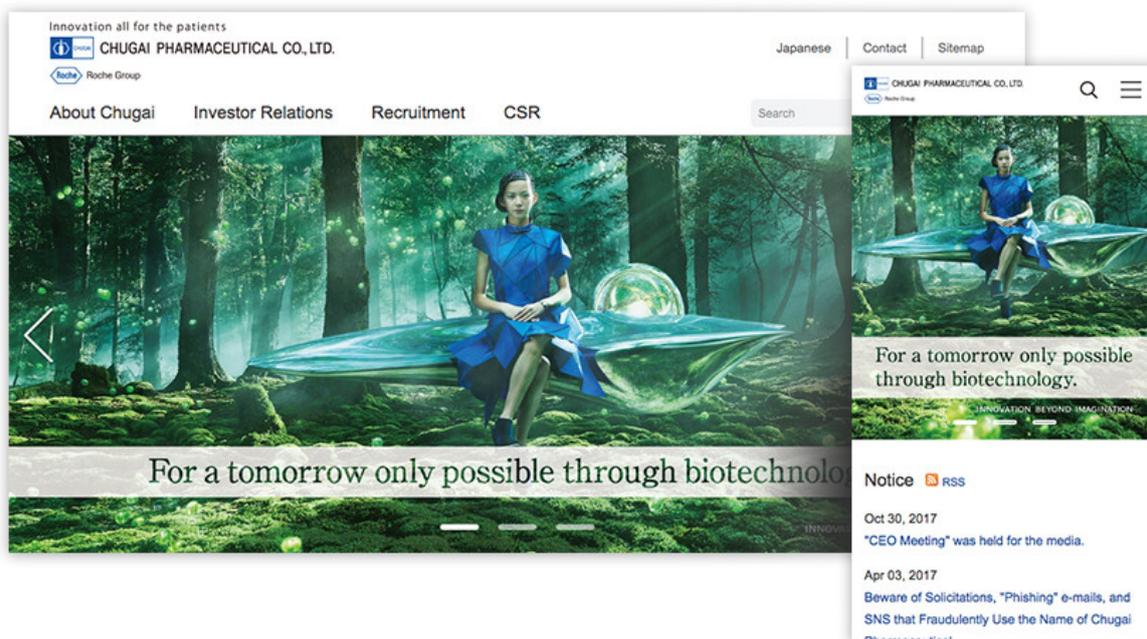
The Chugai corporate website is an important medium for communicating with stakeholders and disclosing information in a timely, appropriate, and fair manner.

In response to changes in the environment for using IT devices, and to the needs of our increasingly diverse stakeholders, Chugai has redesigned the layout and content of its corporate website in ways that make the site easier to view, easier to use, and easier to understand.

Three features of the redesigned website.

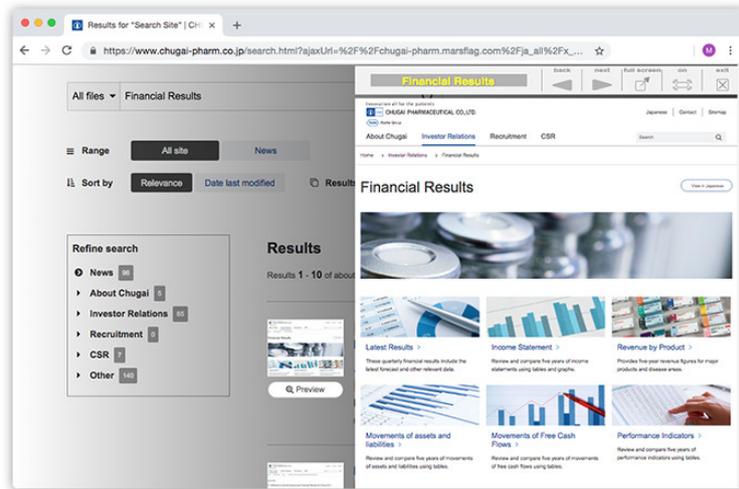
1. Easy to View

A responsive design had been adopted to enhance the website display on a wide range of screen sizes such as smartphones and tablets, and the font size was enlarged from 14px to 16px.



2. Easy to Use

Chugai conducted an investigation on website usability in order to redesign the structure of its website. As a result, accessibility to the information that users are looking for was enhanced, and links placed at the end of each page will guide them to learn more about Chugai. Also, a new search engine will enable users to conduct searches with convenient functions such as previewing referred pages before clicking on the link.



3. Easy to Understand

The contents have been revamped by reducing the volume of text and emphasizing important points through the use of illustrations, charts, and graphs.

Example: Chugai's Seven Strengths:

<https://www.chugai-pharm.co.jp/english/profile/strengths/index.html>

A screenshot of the Chugai's Seven Strengths webpage. The header includes the Chugai logo, 'CHUGAI PHARMACEUTICAL CO., LTD.', and navigation links for 'Japanese', 'Contact', and 'Sitemap'. Below the header is a search bar and a navigation menu with 'About Chugai', 'Investor Relations', 'Recruitment', and 'CSR'. The main content area is titled 'Chugai's Seven Strengths' and includes a sub-section '1. High product potential that addresses unmet medical need'. This section features three key statistics: '29.7%^{*1} Top share in the Japanese therapeutic antibody market (2016)', '20.8%^{*1} Top share of in the Japanese oncology market (2016)', and '75% Percentage of products qualifying for pre-approval (2016)'. Below these statistics is a paragraph of text and a small image of a laboratory flask. To the right, there are three more statistics: '11 products Projects in-licensed from Roche (2013-2016)', '32 projects Projects co-developed with the Roche Group (as of February 1, 2017)', and '115 countries Countries in which Chugai's biopharmaceuticals have been approved (as of January 2017)'. Below these statistics is a paragraph of text and a small image of a laboratory tray.

Chugai will continue to enrich its corporate website to promote effective communications with our stakeholders.