

Innovation all for the patients

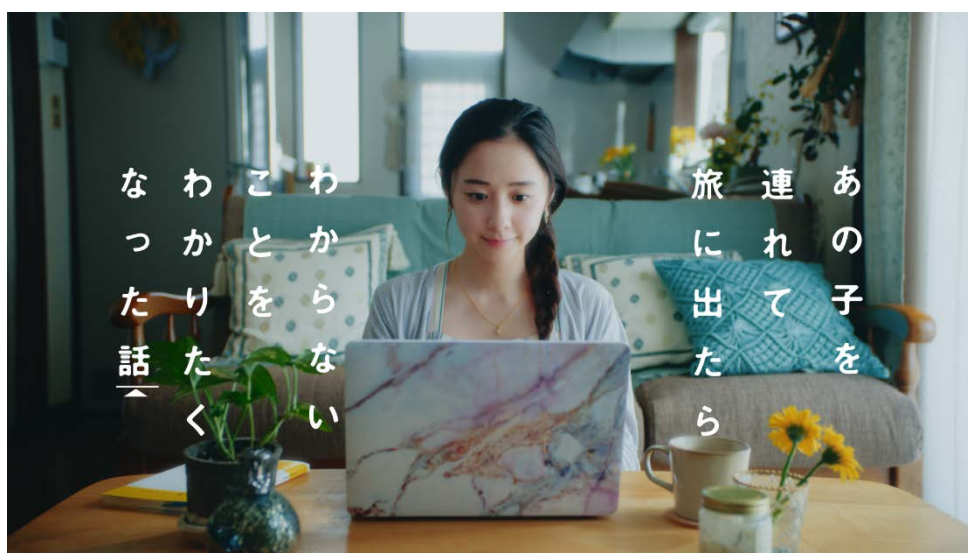


Roche A member of the Roche group

Chugai Released Short Film Featuring Mayu Hotta and Nami Kishida
 “I Wanted to Understand What I Didn't Understand When I Took That Child on a Trip”
 -NMOSD Disease Awareness Short Film-

- A short film focusing on family love to better understand an intractable disease. A road movie for those who care about their loved ones.

TOKYO, July 15, 2021 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) released a short film titled “[I Wanted to Understand What I Didn't Understand When I Took That Child on a Trip](#),” aiming to raise awareness of a designated intractable disease called NMOSD (neuromyelitis optica spectrum disorder).* The film features actress Mayu Hotta, and the story was written by Nami Kishida.



NMOSD is a designated intractable disease* in which 90% of patients are women. The number of patients in Japan is estimated to be about 4,300.** While there had been no approved treatment, a new treatment for NMOSD has recently been launched, owing to recent understanding of the disease. This is expected to increase awareness of the disease in the medical field and lead to early detection and treatment of patients.

Better understanding of the disease among the public, in addition to medical advances, will lead to a better social life for patients. Therefore, Chugai produced a short film to help people understand the characteristics of this disease and the situation of patients.

Mayu Hotta, the lead actress of this film, said, “I want people to know about the deeper aspects of NMOSD, which makes it difficult for people around me to notice the symptoms. I would be happy if the film could help people think about their families through the main character's family.” Nami Kishida, the

author of the original story, also shared her thoughts on the film, saying, “The theme of disease seems to be a sensitive subject, but I have included various small stories so that people can feel more familiar with it.” ONE MEDIA Inc., a smart content studio with strengths in “stories that generate empathy and diffusability,” co-produced the film. The studio is also responsible for UNIQLO's “LifeWear Music”, which recorded 900,000 views in just three months after its release.

This project is a part of [SPOTLIGHT](#), Chugai's patient-centric activities to help resolve social issues in the field of rare disease.

Chugai aims to become a “Top Innovator in the healthcare industry” by 2030, with a vision of becoming “role model for the world” by leading in resolving social issues. Chugai will continue to create innovative drugs, and at the same time, consider what each employee can do to contribute to the well-being of patients, and continue to engaging in disease awareness activities to advance the solution of social issues.

*Neuromyelitis optica spectrum disorder is synonymous with neuromyelitis optica, a designated incurable disease

**Akiko Tamakoshi: Clinical picture of NMO patients based on a nationwide epidemiological survey: A survey study on immune neurological diseases. 2014: FY2013 Summary Report: 80-90

[A summary of NMOSD disease awareness short film]

Title: I Wanted to Understand What I Didn't Understand When I Took That Child on a Trip (Ano Tabi)

(Free to view, approx. 25 minutes)

Launch date: 4:00AM on July 15, 2021

Location: Chugai's official YouTube channel (https://youtu.be/j0APE3vep_o)

Cast: Mayu Hotta, Risa Sudou, Koudai Matsuoka

Director: Akina Yanagi

Production: Chugai Pharmaceutical, ONE MEDIA

Remarks: A message video from the cast and a making-of video are available:

Message video: https://youtu.be/ow7UwQ4dU_k (Japanese only)

Making of video: <https://youtu.be/nQVmUfVqMn0> (Japanese only)

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