



“Personalized cancer treatment” The Launch of Chugai's New TV Commercial Featuring Tori Matsuzaka “Innovation Lab / Cancer Genomic Medicine”

TOKYO, December 13, 2024 -- [Chugai Pharmaceutical Co., Ltd.](https://www.chugai-pharm.co.jp/) (TOKYO: 4519) announced the launch of a new TV commercial featuring Tori Matsuzaka titled “Innovation Lab /Cancer Genomic Medicine.”



This commercial is the third in a series of advertisements depicting Chugai's corporate stance of challenging the creation of innovative medicines and services through unique technology and science. Following the "Antibody Technology" and "AI-leveraging drug discovery", this latest work was produced with the theme of "Cancer Genomic Medicine."

A single road extends into an otherworldly space. Standing there are a woman holding an object modeled after lungs and Tori Matsuzaka in the role of a researcher. Then, spiral-shaped lights mimicking DNA structures appear on both sides of the road.

This work depicts the progression of cancer treatment from organ-specific treatment to "cancer genomic medicine," which aims to provide optimal treatment by analyzing individual cancer genetic mutations. Along with the catchphrase "Personalized cancer treatment," it expresses the company's aim for personalized cancer treatment. The laboratory scenes were filmed at Chugai Life Science Park Yokohama, the company's research facility, to achieve realistic imagery.

Cancer, which is the leading cause of death in Japan and is said to affect one in two people in their lifetime, is a disease caused by genetic mutations. Chugai is a leading company in the domestic cancer field, having

launched eight molecular targeted therapies in the past decade. The company is also promoting the advancement of personalized medicine through the provision of cancer gene panel tests. Chugai aims to contribute to the health and happiness of each individual by providing more suitable treatment options for each patient through innovative new drugs and services based on cancer genomic medicine.

[Outline]

Title : “Innovation Lab / Cancer Genomic Medicine”
Airing of TVCM : Saturday , December 14, 2024
Broadcast area : Nationwide
Brand Website : <https://www.chugai-pharm.co.jp/profile/ad/index.html> (Japanese only)
Official YouTube Channel: <https://www.youtube.com/user/chugaijp> (Japanese only)

[Performer]

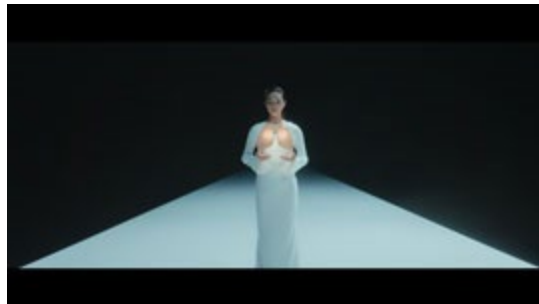
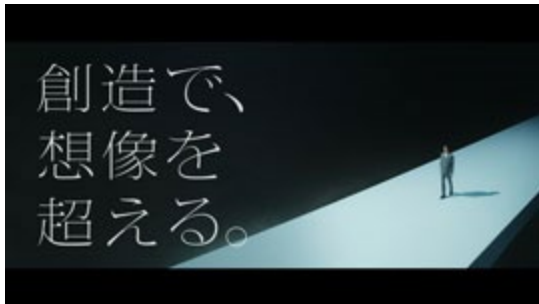


Tori Matsuzaka

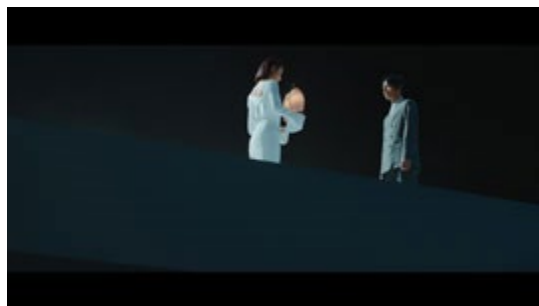
Birthdate: 17 October 1988 / Birthplace: Kanagawa Prefecture

He made his acting debut in 2009 and has appeared in numerous movies, TV drama series, and stage performances. He won the Best Supporting Actor Award at the 42nd Japan Academy Film Prize and the Best Actor Award at the 45th Japan Academy Film Prize for his performance in “The Blood of Wolves” series (18, 21). He also won the Best Actor Award at the 43rd Japan Academy Film Prize for his performance in “The Journalists” (19). His major movies and drams in recent years include “The Wandering Moon,” “Fragments of the Last Will,” “Yutori International,” “All about Suomi”, and TBS “VIVANT,” among others. Upcoming projects include the Sunday drama series "Mikami sensei" (TBS / starting January 2025) and the film " Snowflowers: Seeds of Hope" (to be released on January 24, 2025).

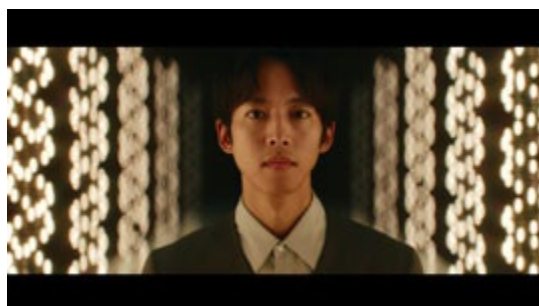
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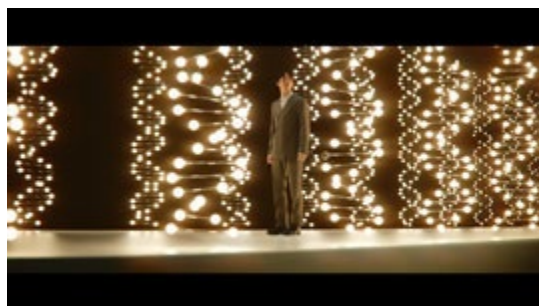
Researcher Matsuzaka's imaginary world. He walks along a single road stretching into an alternate dimension. A woman stands on the path. A glowing lung-shaped object floats near her hands.



He stops in front of the woman.



The woman raises her eyes to look at him, at that moment, the light from the lung disappears, and darkness briefly envelops the surroundings. As it brightens again, countless spiral lights resembling DNA structures appear on both sides of the road.



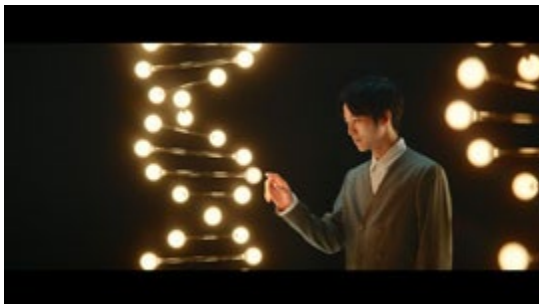
He stands motionless. Some of the DNA-like lights flicker irregularly.



The researcher is surrounded by a space filled with countless lights. A single spiral floats in the center of the road.



The scene changes to a laboratory. He is looking at an analysis screen in the lab.



Back in the imaginary world, the Researcher gazes at the flickering lights.