FY2015 Press Conference

-Turn innovative science into value for patients-

December 8th, 2015

Yoshihiko Hatanaka
President and CEO
Astellas Pharma Inc.
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OCATA’S STOCKHOLDERS ARE ADVISED TO READ THE SCHEDULE TO AND THE SCHEDULE 14D-9, AS EACH MAY BE AMENDED OR SUPPLEMENTED FROM TIME TO TIME, AND ANY OTHER RELEVANT OFFER DOCUMENTS FILED WITH THE SEC BEFORE THEY MAKE ANY DECISION WITH RESPECT TO THE TENDER OFFER, BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION AND THE PARTIES THERETO.
1. VISION

2. Strategic Plan 2015-2017
   I. Strategy
      ➢ Maximizing the Product Value
      ➢ Creating Innovation
      ➢ Pursuing Operational Excellence
   II. Conclusion
1. VISION

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VISION -Advancing New Opportunities-

On the forefront of healthcare change to turn innovative science into value for patients

New therapeutic areas
(Muscle Diseases, Ophthalmology etc.)

Existing therapeutic areas
(Urology, Oncology, Immunology, Nephrology, Neuroscience)

New technologies/ New modalities
(Regenerative medicine, Next-generation vaccine etc.)

Innovative medical solutions by combining variety of internal and external healthcare capabilities

Advancing New Opportunities

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Overactive Bladder Franchise in Urology

Continuous sales increase in OAB franchise (Vesicare and Betanis/Myrbetriq/BETMIGA)

Total sales of Vesicare and Betanis/Myrbetriq/BETMIGA

by Product

<table>
<thead>
<tr>
<th>(Billion YEN)</th>
<th>2Q/FY2014</th>
<th>2Q/FY2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vesicare</td>
<td>88.9</td>
<td>107.8 (+21% YonY)</td>
</tr>
<tr>
<td>Betanis (Japan)</td>
<td>22.3</td>
<td>66.6</td>
</tr>
<tr>
<td>Myrbetriq (Americas)</td>
<td>38.1</td>
<td>69.7</td>
</tr>
<tr>
<td>BETMIGA (EMEA etc.)</td>
<td>25.4</td>
<td>42.7</td>
</tr>
</tbody>
</table>

by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>2Q/FY2014</th>
<th>2Q/FY2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia/Oceania</td>
<td>17.9</td>
<td>23.0</td>
</tr>
<tr>
<td>EMEA</td>
<td>54.8</td>
<td>27.0</td>
</tr>
<tr>
<td>Americas</td>
<td>2.4</td>
<td>2.9</td>
</tr>
<tr>
<td>Japan</td>
<td>2.9</td>
<td>27.0</td>
</tr>
</tbody>
</table>

Growth rate in total sales of Vesicare and Betanis/Myrbetriq/BETMIGA [YonY]

- Japan: +29%
- Americas: +8% (USD basis)
- EMEA: +9% (EUR basis)
- Asia/Oceania: +11% (Excl. forex impact)

Launched in 36 countries/areas (as of September, 2015)
Oncology Franchise

Significant expansion of oncology franchise driven by XTANDI

Total sales of XTANDI, Tarceva, Eligard and Gonax

(Billion YEN)

- Tarceva
- Gonax
- Eligard
- XTANDI

2Q/FY2014

- XTANDI: 24.7
- Tarceva: 54.6
- Eligard: 1.6
- Gonax: 9.5

2Q/FY2015

- XTANDI: 2.5
- Tarceva: 122.3
- Eligard: 1.9
- Gonax: 8.8

XTANDI

- Japan: 13.1 billion Yen
- Americas: USD 630 million
- EMEA: EUR 233 million
- Asia/Oceania: 1.0 billion Yen

Launched in 46 countries/areas (as of September, 2015)

Eligard

- EMEA: EUR 65 million
  -5% YonY (EUR basis)

Tarceva-related revenues

- USD 210 million
  -13% YonY (USD basis)
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**Astellas’ Robust Pipeline**  
(As of October 2015)

### Phase 1

- mirabegron (Pediatric)
- ASP2205
- ASP6282
- YM311 (JP)
- ASP6858
- ASG-22ME
- ASP1707 (Prostate cancer, EU)
- ASG-15ME
- ASP5878
- AGS67E
- ASP4132
- gilteritinib (ASP2215) (NSCLC, US/JP/Asia)
- blinatumomab
- ASKP1240 (JP)
- ASP5094
- ASP3662 (Alzheimer, US)
- ASP4345
- ASP4070
- ASP0819
- ASP8062

### Phase 2

- roxadustat (JP)
- YM311 (FG-2216) (Renal anemia, EU)
- ASP8232 (Diabetic nephropathy: EU)
- enzalutamide (Breast cancer, HCC, US/EU)
- AGS-16C3F (Renal cell carcinoma, US/EU)
- YM311 (FG-2216) (Renal anemia, EU)
- ASP0113 (VCL-CB01) (CMV SOT, US/EU)
- ASKP1240 (Transplant, US)
- ASP015K (Rheumatoid arthritis, US/EU)
- ASP3662 (PDPN, US)
- ASP7962 (Osteoarthritis, EU)
- ASP1707 (Endometriosis, EU/JP)
- linaclotide (Chronic constipation, JP)
- ASP8232 (Diabetic macular edema: US)
- ipragliflozin (Type 1 diabetes, JP)
- ASP7373 (Influenza H5N1, JP)
- CK-2127107 (SMA, COPD, US)

### Phase 3

- solifenacin (Pediatric NDO, US/EU)
- solifenacin/mirabegron (Concomitant use, US/EU/Asia)
- roxadustat (Anemia associated with CKD, EU)
- enzalutamide (M0 CRPC, M0 BCR, US/EU/Asia)
- degarelix (3-month, JP)
- gilteritinib (ASP2215) (AML, US/EU/JP/Asia)
- ASP7962 (Osteoarthritis, EU)
- ASP1707 (Endometriosis, EU/JP)
- linaclotide (Chronic constipation, JP)
- ASP8232 (Diabetic macular edema: US)
- ipragliflozin (Type 1 diabetes, JP)
- ASP7373 (Influenza H5N1, JP)
- ASP8062 (Alzheimer, US)

### Filed

- solifenacin (Pediatric OAB, EU)
- bixalomer (Not on dialysis, JP)
- bixalomer (Granule formulation, JP)
- ASP7374 (Seasonal influenza, JP)
- evolocumab (Hypercholesterolemia, JP)

**Therapeutic area:**
- Urology, Nephrology
- Oncology
- Immunology, Neuroscience
- Others
- New molecular entity

Outline of the projects are shown. Please refer to pipeline list for details including target disease.

Projects advanced its phase in FY2015


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## Creating Innovative Drugs Efficiently through Active Acquisition of Innovative Science

### Pursue “Best Science” with “Best Talent” in “Best Place”

<table>
<thead>
<tr>
<th>Existing TAs</th>
<th>New TAs</th>
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<tbody>
<tr>
<td><strong>Oncology</strong></td>
<td><strong>Muscle Diseases</strong></td>
</tr>
<tr>
<td>Ambrx</td>
<td>Cytokinetics</td>
</tr>
<tr>
<td>Cancer Research Technol</td>
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<tr>
<td>Dana-Farber Cancer Institute</td>
<td>mitobridge</td>
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<tr>
<td>Cancer Research UK</td>
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<tr>
<td>MD Anderson Cancer Center</td>
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<tr>
<td>POTENZA therapeutics</td>
<td></td>
</tr>
<tr>
<td>Immunology</td>
<td><strong>Ophthalmology</strong></td>
</tr>
<tr>
<td>Kyoto Univ. (AK Project)</td>
<td>Harvard Medical School</td>
</tr>
<tr>
<td>KANYOS BIO</td>
<td></td>
</tr>
<tr>
<td><strong>Nephrology</strong></td>
<td><strong>Other / General TAs</strong></td>
</tr>
<tr>
<td>Center for iPS Cell Research and Application</td>
<td><strong>Regenerative Medicine (Cell Therapy)</strong>*</td>
</tr>
<tr>
<td>CiRA Kyoto University</td>
<td>Next-generation Vaccine</td>
</tr>
<tr>
<td><strong>Neuroscience</strong></td>
<td></td>
</tr>
<tr>
<td>LIEBER INSTITUTE for BRAIN DEVELOPMENT</td>
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<tr>
<td>CHROMOCELL</td>
<td></td>
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</tbody>
</table>

*Transaction announced; completion pending*
Acquisition of Ocata Therapeutics

-New Step Forward in Ophthalmology with Cell Therapy Approach-

New therapeutic area

- ASP8232 (small molecular)
- Harvard Medical School program (gene therapy)

New technology/New modality

- Advanced technologies that can establish fully-differentiated cells from pluripotent stem cells
- Experience and know-how in clinical study for cell therapy
- Research networks in the US and Europe

Ocata

- Joint research chair with Osaka University
- Collaborative research with Kyoto University
- Establishment of Regenerative Medicine Labs. etc.

Ophthalmology

Regenerative medicine

Cell therapy programs in ophthalmology

Establish presence in ophthalmology

Establish a leading position in cell therapy by obtaining Ocata’s world-class capability
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Pursuing Operational Excellence

Create organizations and systems that can flexibly respond to rapidly changing environments and work toward higher quality and efficiency of operations.

- Transfer of global dermatology business to LEO Pharma
- Transfer of Kiyosu plant business to MicroBiopharm Japan
- Transfer of Fuji plant
- Business process outsourcing in multiple business areas
- Enhancement of Marketing Strategy function (Became independent and report directly to CEO)
- Enhancement of Medical Affairs function
- Restructuring of Business Development function
- Enhancement of Medical Affairs function
- Restructuring of Business Development function
- Enhancement of Information Systems function
- Establishment of Real World Informatics and Analytics (RWI) function
- Changes in Sales and Marketing structure in Japan

- Effective utilization of external resources
- Continually enhance organization structure
- Active response to various regulations and social norms (compliance)
- Strengthen core capabilities

• Black: In FY2015 (In April 2015 and thereafter)
• Gray : In or Before FY2014 (In or before March 2015)

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Pursuing Operational Excellence
-Recent Initiatives (1/2)-

Transfer of Kiyosu plant (Aichi, Japan) business to MicroBiopharm Japan

- Engaged in ongoing efforts to create organizations and systems that can flexibly respond to rapidly changing environments and work toward higher quality and efficiency of operations
- Ensure higher quality and efficiency in the manufacturing and technology functions

Schedule for business transfer
- Execution of Asset Purchase Agreement: October 30, 2015
- Transfer of business: April 1, 2016 (tentative)

Transfer of global dermatology business to LEO Pharma

Transfer Value: € 675 million
- Ensure smooth continuation of product supply around the world
- Allow Astellas to re-allocate resources to activities that drive our competitive advantage

Schedule for business transfer
- Execution of Asset Purchase Agreement: November 11, 2015
- Transfer of business: First quarter of 2016 (January to March 2016 (tentative))
Pursuing Operational Excellence
-Recent Initiatives (2/2)-

Enhance capabilities to flexibly respond to environmental changes

Making Marketing Strategy independent (April 2015)

Establishment of Medical Affairs Division in Japan (April 2015)

Establishment of Real World Informatics and Analytics (RWI) function (July 2015)

Changes in Sales and Marketing structure in Japan (October 2015)
  ✓ Changed from product based representative system to area based representative system
  ✓ Introduced therapeutic area specialists (oncology, immunology and transplantation)

Continuous creation of high value added products

Further enlargement of medical value of products and provision of high quality information which contribute to patients

Provision of new value to patients by maximally utilizing “real-world data” (big data)

Realization to provide further accurate medical information based on flow of patient treatment by each region and by each individual medical institution
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New products will drive mid-term growth; Sustainable growth will be reinforced by continuous selective investment in innovation and capability enhancement

Maximizing the Product Value
- OAB Franchise in Urology
- Oncology Franchise

Creating Innovation
- Steady Progress in Development
- Explore and capture external business opportunities through acquisition, collaboration and in-licensing
- Advancing New Opportunities

Pursuing Operational Excellence
- Transfer of Kiyosu plant
- Transfer of dermatology business
- Capability Enhancement

Sales
FY14 | FY15 | FY16 | FY17

Achieving Sustainable Growth
Turn innovative science into value for patients