

## Press Release

### **Astellas Launches Global Campaign in Collaboration with CNN as Part of Global Corporate Brand Activity**

*- Sponsors Tomorrow's Hero in February and March 2018. : Tomorrow's Hero showcases young innovators who are transforming the world for a brighter future -*

Tokyo, February 16, 2018 - Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka, "Astellas") launched "CNN Tomorrow's Hero" as a part of its global corporate brand campaign which in collaboration with CNN. The new multiplatform campaign has digital and TV content which will air on CNN International and CNN Digital.

In the global corporate brand campaign, as an exclusive sponsor of "Tomorrow's Hero" which will be broadcasted on CNN International, Astellas will expand its brand campaign with a TV commercial and digital activities on relevant websites and social media platforms.

The new campaign titled "Tomorrow's Hero" is a series profiling young scientists, inventors and entrepreneurs who are making remarkable and innovative contributions towards improving our environment, our health, our communities and transforming the world for a brighter future

The company's global commercial introduces the new campaign slogan, "with Meaningful Science," which demonstrates Astella's patient-focused approach. The commercial features a group of Astellas employees as a group of cellists playing together in perfect harmony, symbolizing employees' innovative collaboration. The performers are joined by a crowd of spectators captivated by the music which reflect Astellas' pursuit of creating meaningful value for patients.

Tomorrow's Hero is a new TV segment and it will run on CNN International in News Stream and Hala Gorani Tonight (total 12 episodes planned).

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**About Astellas**

Astellas Pharma Inc., based in Tokyo, Japan, is a company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. We focus on Urology, Oncology, Immunology, Nephrology and Neuroscience as prioritized therapeutic areas while advancing new therapeutic areas and discovery research leveraging new technologies/modalities. We are also creating new value by combining internal capabilities and external expertise in the medical/healthcare business. Astellas is on the forefront of healthcare change to turn innovative science into value for patients. For more information, please visit our website at [www.astellas.com/en](http://www.astellas.com/en).

**About CNN**

CNN Worldwide is a portfolio of two dozen news and information services across cable, satellite, radio, wireless devices and the Internet in more than 200 countries and territories worldwide. Domestically, CNN reaches more individuals on television, the web and mobile devices than any other cable TV news organization in the United States. Internationally, CNN is the most widely distributed news channel reaching almost 354 million households around the world; and CNN Digital is the #1 online news destination across all platforms, with more unique visitors and video starts than any other competitor. Additionally, CNN Newsource is the world's most extensively utilized news service partnering with hundreds of local and international news organizations around the world. CNN is a division of Turner Broadcasting System, Inc., a Time Warner Company.

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[Reference Material 1]

<Broadcast Period>

- February 8 to March 31, 2018 (Atlanta Time)

<Broadcast Networks>

- CNN International
- Tomorrow's Hero Website: <http://edition.cnn.com/specials/world/tomorrows-hero>