

Press Release

Astellas and BANDAI NAMCO Entertainment to Jointly Develop Smartphone Exercise Support App

- *Planning to Utilize 3D Motion Technologies from Moff Inc.* -

TOKYO , October 23, 2018 - Astellas Pharma Inc. (TSE: 4503, President and CEO: Kenji Yasukawa, Ph.D., “Astellas”) and BANDAI NAMCO Entertainment Inc. (President and CEO: Satoshi Oshita, “BANDAI NAMCO Entertainment”) today announced that the two companies concluded an agreement for joint development of application for smartphone and other devices to support those who need regular exercise.

In Japan, about 17% of men and women aged 20 years or older are reported to be "strongly suspected" of metabolic syndrome, and it is estimated that diabetes is "strongly suspected" in about 10 million people¹. Aging population requires extension of healthy life expectancy and control of medical expenditures, and regular exercise is important as a preventive measure against the onset and worsening of lifestyle diseases. However, evidence for appropriate exercise programs is limited for those who need to exercise regularly, and there are challenges in terms of continuity. With this agreement, Astellas and BANDAI NAMCO Entertainment will jointly develop an application to support people who need regular exercise. This application aims to provide scientifically-evidenced exercise programs while incorporating game enjoyment. It is planned that this application will be used in conjunction with the MoffBand², which is a wearable device developed by Moff Inc. (President and CEO: Akira Takahagi).

Astellas will design an exercise program to be offered in the application, and BANDAI NAMCO Entertainment will plan and develop content and software in the application.

As announced in its Strategic Plan 2018, Astellas is committed to “Developing Rx+™ programs³,” which aim to create new healthcare solutions (Rx+™) that combine expertise and experience cultivated through the prescription drug (Rx) business with technology and knowledge from different fields. Joint development of this application is part of this effort.

BANDAI NAMCO Entertainment will expand its entertainment possibilities in the field of healthcare as part of its new business challenge by utilizing know-how through the development of games.

(1) Report on the National Health and Nutrition Survey by the Ministry of Health, Labour and Welfare (December 2017), pages 31 and 127

(2) **Moff Band:** Wearable device based on 3D motion recognition technologies to evaluate free action in real time and quantitatively



(3) **Rx+™ Business:** A business that leverages the expertise and experiences of Astellas cultivated through its Rx business, integrates innovative medical technology with cutting-edge technology in different fields, contributes to patients through Patient Journey (overall medical care, including diagnostic, preventive, therapeutic, and prognostic care), and creates new revenue streams separate from Astellas' core Rx products.

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. For more information, please visit our website at <https://www.astellas.com/en>

About BANDAI NAMCO Entertainment

BANDAI NAMCO Entertainment Inc. delivers various products and services catering to a worldwide audience in areas such as Network Content, Home Video Game Software, Events and Brand Merchandise based on its IP (Intellectual Property) Axis. BNE gives shape to "a new type of fun" with amazing ideas and newer technology unavailable elsewhere. Furthermore, BNE makes ordinary everyday life more enjoyable and aims to realize "more fun for everyone" that allows customers throughout the world to keep smiling.

For more information, please visit our website at <https://www.bandainamcoent.co.jp/english/>

About Moff

Moff, Inc. is the developer and provider of Gamified Fitness Platform that turns education, fitness, and rehabilitation activities of people from kids to elderlies into more fun and consistently motivating experiences by its original 3D Motion Recognition and data analysis technologies including its wearable device, Moff Band. For more information about Moff, visit www.moff.mobi/

Astellas Cautionary Notes

In this press release, statements made with respect to current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Astellas. These statements are based on management's current assumptions and beliefs in light of the information currently available to it and involve known and unknown risks and uncertainties. A number of factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to: (i) changes in general economic conditions and in laws and regulations, relating to pharmaceutical markets, (ii) currency exchange rate fluctuations, (iii) delays in new product launches, (iv) the inability of Astellas to market existing and new products effectively, (v) the inability of Astellas to continue to effectively research and develop products accepted by customers in highly competitive markets, and (vi) infringements of Astellas' intellectual property rights by third parties.

Information about pharmaceutical products (including products currently in development) which is included in this press release is not intended to constitute an advertisement or medical advice.

###

Contacts for inquiries or additional information:

Astellas Pharma Inc.
Corporate Communications
TEL: +81-3-3244-3201 FAX: +81-3-5201-7473