

## Press Release

### **Astellas Partners with CNBC for its Global Branding Campaign**

Tokyo, October 30, 2017 - Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka, “Astellas”) today announced the next installment of its global corporate branding initiative, which it is conducting in collaboration with CNBC, the world’s number one business and financial news network. The integrated campaign launches on November 1 and will run on CNBC’s platforms in the United States, EMEA\* and Asia.

\* Europe, Middle East and Africa

Astellas initiated its global corporate branding program in 2015 to raise visibility of the company globally and reinforce its corporate VISION and values. The company’s branding activities focus on highlighting Astellas employees and innovation on television and digital media.

The new campaign will enable Astellas to share its VISION of turning innovative science into value for patients on CNBC channels globally via a 30-second television advertisement. The advertisement introduces the new campaign slogan, “with Meaningful Science,” which demonstrates the company’s patient-focused approach. It illustrates the teamwork of Astellas employees, who are depicted as a group of cellists playing together in perfect harmony symbolizing the company’s approach to 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.

The TV commercial launch is timed to coincide with this year’s TEDMED event, where Astellas will hold a discussion over breakfast in conjunction with CNBC Catalyst, the network’s in-house commercial agency. The session will explore the future of cancer care and support. A compendium of the breakfast session will be posted on (<https://www.cnbc.com/id/104795333>) following the event.

Please refer to the attached reference materials for the details of the commercial and the campaign.

### **About CNBC**

CNBC is the number one business and financial news network on the planet. Our mission is to help the influential and aspirational make astute decisions to get ahead. CNBC International ensures no matter where you are you can keep up to date with the latest breaking business and financial news. With global headquarters in the US and international headquarters in London and Singapore, we provide the perfect 24-hour global business briefing. In addition to our global TV channel, available in more than 409 million homes worldwide, CNBC is also available on mobile, tablet and desktop. CNBC.com is the preeminent financial news source on the web, featuring an unprecedented amount of video, real-time market analysis, web-exclusive live video and analytical financial tools.

### **About TEDMED**

TEDMED is the independent health and medicine edition of the world-famous TED conference, dedicated to “ideas worth spreading.” TED Talks have been viewed online over two billion times around the world. TEDMED is a non-profit that is wholly owned by The TEDMED Foundation, a 501(c)(3) Public Charity.

TEDMED bridges the gap between science and the public by finding and sharing stories that inform, inspire, engage and provoke action across a broad, passionate community both inside and outside of health and medicine. TEDMED values inclusiveness, multi-disciplinary collaboration and diversity in its mission to catalyze a healthier world.

### **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 <https://www.astellas.com/en>.

### **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.

**Astellas Pharma Inc.**

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[Reference Material 1] Broadcast of 30-second advertisement

1. Broadcast Networks

- CNBC US
- CNBC World
- CNBC EMEA Channel
- CNBC Asia Channel
- CNBC web site (<https://www.cnbc.com/>)

2. Broadcast Period

- November to December 2017

\*Please refer to Reference Material 2 for other details of the commercial.

[Reference Material 2] Overview of 30-second advertisement

C1		<i>What is the meaning of science?</i>	C9		<i>we also see what our innovation might mean for patients.</i>
C2			C10		
C3		<i>To find new ways to deliver innovation.</i>	C11		<i>Helping make a difference in patients' lives</i>
C4			C12		<i>that means something to them,</i>
C5		<i>At Astellas,</i>	C13		<i>means everything to us.</i>
C6		<i>we work in concert to pursue this.</i>	C14		<i>Astellas,</i>
C7		<i>When we see the</i>	C15		<i>Changing Tomorrow</i>
C8		<i>potential for a new medicine,</i>			

Astellas Pharma Inc.

[Reference Material 3] Overview of breakfast session during TEDMED

Date/Time:

November 3, 7:15 – 8:45 a.m. PST

Title: Cancer Care: Innovation & Exploration

Moderator:

- Janet Zappala, anchor and reporter, “Your Health Matters, KMIR-TV, NBC

Opening Remarks:

- Mark Reisenauer, senior vice president, Oncology Business Unit, Astellas Pharma US

Panelists:

- Dr. Leonard Sender, Director of the Adolescent and Young Adult (AYA) Cancer Program at CHOC Children’s Hospital in Orange County
- Gabriel Otte, founder and CEO, Freenome Inc.
- Heidi Allen, PhD, Associate Professor of Social Work, Columbia University