

Feb. 13, 2015

### **Astellas Pharma Launches the Newest Element in its Global Corporate Brand Campaign On CNN's Global Broadcast Network**

Astellas Pharma Inc. (hereafter called Astellas or "the Company") President and CEO, Yoshihiko Hatanaka, announces the newest element of its on-going rollout of the Company's global corporate brand campaign which will broadcast over CNN's worldwide network beginning Monday, Feb. 16, 2015.

"This campaign is focused on the Company's core corporate principle of contributing to the health of people around the world through the provision of innovative and reliable medicines," said Yoshihiko Hatanaka, President and CEO of Astellas. "With nearly 18,000 employees in over 50 countries, Astellas is truly a global company with aspirations of 'Changing tomorrow' for patients worldwide."

The Astellas commercial's objective is to raise visibility and awareness of the Company by highlighting its strengths as a pharmaceutical company rooted in innovative science with a corporate culture of putting patients first. In addition, Astellas is also launching an online advertising campaign linked to the commercial on CNN.com, the world's top online news website.

In the future, Astellas will implement a broader brand communication strategy using various forms of traditional and online media that will share courage and hope with patients struggling to overcome diseases.

Please refer to the attached reference materials for anticipated dates of broadcast and other details of the commercial.

For inquiries about this press release:  
Astellas Pharma Inc., Corporate Communications  
Tel: +81-3-3244-3201, Fax: +81-3-5201-7473

[Reference Material 1]

**<Overview of Commercial>**

- Duration: 60 seconds
- Language: English
- Presenter: Yoshihiko Hatanaka (CEO), Sef Kurstjens (Chief Medical Officer),  
Astellas Group employees

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

**<Broadcast Period>**

- February 16 to March 31, 2015 (Local Time)

**<Broadcast Television Network and Network>**

- CNN (USA)
- CNN International
- CNN Airport Network

**<Broadcast Time Slots>**

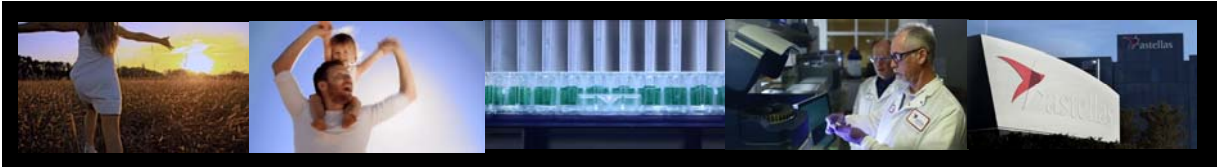
- CNN (US)
  - 5AM to 3AM (Eastern Standard Time)
- CNN International
  - 6AM to 9AM, 2PM to 6PM, 7PM to 12PM
  - Europe, Middle East, Africa: Berlin Time
  - South Asia: New Delhi Time
  - North America: Eastern Standard Time
  - Central and South Americas: Buenos Aires Time
  - Asia: Hong Kong Time
- CNN Airport Network (49 major airport in the US)
  - 6AM to 10AM, 3PM to 12PM (Eastern Standard Time)

**<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 TV news organization in the United States; internationally, CNN is the most widely distributed news channel reaching more than 271 million households abroad; and, the CNN Digital Network is top network for online news, mobile news and social media. 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 division of Turner Broadcasting System, Inc., a Time Warner Company.

For inquiries about CNN programs:  
Penelope Heath (CNN PR)  
Tel: +852-3128-3538

<Reference Material 2>



**"Narration** - Everybody lives for something better to come. That is the science of optimism, and that is the belief that we pursue here at Astellas."



**"Narration** - It is our responsibility to deliver and provide access to innovative medicines that help to improve..."



**"Narration** - and extend the lives of people that we serve. We are especially focused on developing medicines..."



**"Narration** - in areas where unmet medical needs exist."



**"Chief Medical Officer** - The patient is at the heart of what we do, and we are committed to bringing hope to people living with devastating diseases. We are optimistic that..."



**"Chief Medical Officer** - with the best talents delivering the best science, we will be able to create scientific breakthroughs that result in more effective medicines."



**"CEO** - By changing tomorrow, we create a better future. Astellas."