

Press Release

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

- Sponsors CNN Heroes Starting October 20 -

Tokyo, October 20, 2016 - Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka, “Astellas”) today announces that it will launch the newest element in its global corporate brand campaign which is conducting in collaboration with CNN. The first phase of the new campaign will begin on October 20, 2016 on CNN US and HLN and run through March 2017 on CNN International.

In the global corporate brand campaign, as one of the sponsors of “CNN Heroes” which is broadcasted on CNN US and HLN, Astellas will expand its brand campaign with a TV commercial and digital activities on relevant websites and social media platforms.

The company’s new commercial features three Astellas employees in locations around the world and highlights how all employees work together to turn innovative science into medical solutions that bring value and hope to patients worldwide. No matter where Astellas employees are, their unrelenting dedication to meeting patients’ needs is a common and uniting goal.

CNN Heroes is an award-winning television special created by CNN to honor individuals who make extraordinary contributions to humanitarian aid and make a difference in their communities. The program was started in 2007 and aligns to Astellas’ unwavering commitment to enhance the health of communities and people’s lives worldwide.

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

###

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.

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 more than 320 million households abroad; and CNN Digital is a 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 a division of Turner Broadcasting System, Inc., a Time Warner Company.

Contacts for inquiries or additional information:

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

For inquiries about CNN programs:

Julia Zweigle (CNN PR)
julia.zweigle@turner.com
Tel: +852-3128-3538

[Reference Material 1]

<Overview of Commercial>

- Duration: 30 seconds
- Language: English
- Presenter: Astellas colleagues around the world

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

<Broadcast Period>

- October 20 to December 11, 2016 (Atlanta Time) *Subject to change

<Broadcast Networks>

- CNN US
- HLN
- CNN Heroes website:
www.cnn.com/specials/cnn-heroes
- SNS:
<https://www.facebook.com/CNNHeroes>
<https://twitter.com/cnnheroes>

<別紙 2>



Every day...



We come together...

to do everything we can...



to improve...



the lives...

of people...



Our people...

our focus...

Turning innovative science into value for patients



Astellas – Changing Tomorrow