



Press Release

Yokohama City University, Tokyo University of the Arts and Astellas Launched Health Mock Lab. to Create New Digital Healthcare Solutions Using Gamification

TOKYO, August 9, 2019 - Yokohama City University (Kanagawa, Chairperson of the Board of Trustees and CEO: Yoshiyuki Futami, “YCU”) , Tokyo University of the Arts (Tokyo, President: Kazuki Sawa, “TUA”) and Astellas Pharma Inc. (Tokyo, President and CEO: Kenji Yasukawa, Ph.D., “Astellas”) today announced that they have launched “Health Mock Lab.” as a virtual framework for industry-academia collaboration aimed at creating and commercializing new digital healthcare solutions using gamification.

Gamification is a method of applying game elements to services and systems to enhance user’s motivation and satisfaction. One example is educational materials for children that offer learning proposals with a sense of completing the game. In the healthcare field, services that address social issues by incorporating game elements have attracted attention in recent years.

At the Health Mock Lab., YCU, TUA and Astellas will jointly screen and refine ideas proposed by each party from medical, gamification and business perspectives, respectively to select ideas for practical application. In addition, YCU, TUA and Astellas are planning to then push ahead with initiatives toward the practical application of ideas selected through this process, including research and development, the production of prototypes and demonstration tests.

In 2018, YCU established the Communication Design Center at YCU Advanced Medical Research Center (YCU-CDC), which is the first creative laboratory in the medical research institutions among the world. YCU-CDC studies a creative solution using design, art, and others in addition to conventional medical means to realize *Medicine for Humanity* that does not only prevent, diagnose and treat disease, but also supports people to live a full life.

TUA created Game Course within the School of Film and New Media in 2019. Based on the foundation of animation and interactive media, the course will foster research in games under active collaboration with industries.

Under its Corporate Strategic Plan 2018, Astellas is committed to “Developing Rx+™(1) programs,” which aim to create new healthcare solutions (Rx+™) that combine expertise and experience gained from its prescription drug (Rx) business with technology and knowledge from different fields. This launch of Health Mock Lab. is part of this effort.

(1) Rx+™ Business: A business that leverages the expertise and experiences of Astellas cultivated through its prescription drug (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 Yokohama City University

Located in the international city of Yokohama, Yokohama City University has 4 campuses, 5 faculties, 5 graduate schools, 2 affiliated research centers, and 2 affiliated hospitals that serve as the bases for education, research, and medical care. Yokohama City University is available through its website at <https://www.yokohama-cu.ac.jp/en/>

About Tokyo University of the Arts

As the only national arts university in Japan, Tokyo University of the Arts has provided unsurpassed education and research opportunities. In 2005, School of Film and New Media was founded in Yokohama. Within the school, Animation department and New Media department jointly opened Game Course in 2019. The University also has been selected as the only COI (Center of Innovation) Site among art universities. By mutually stimulating with advanced science and technology, the university explores frontiers of arts.

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>

Cautionary Notes (Astellas)

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.

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