

Tuesday, 25 October 2011

## **ASTELLAS NOW ACTIVE IN SLOVENIA AND WIDER SOUTH EAST EUROPEAN (SEE) REGION**

***Ljubljana, 25 October 2011 – In March of this year, Astellas opened its offices in Ljubljana which is an affiliate of Astellas Pharma Europe Ltd. (“Astellas Pharma Europe”), (its parent company is Astellas Pharma Inc. “Astellas”) This makes it the first Japanese pharmaceutical company to enter the Slovenian market, and this new affiliate will manage the SEE region (including Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Romania and Bulgaria).***

Following an official opening ceremony yesterday, Astellas held a press conference to explain why it had chosen Slovenia and Ljubljana and presented its business vision, philosophy and way of working.

Astellas is a young, dynamic, creative company with a rich heritage, its raison d'être is to contribute toward improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. To bring innovation and hope in areas such as anti-infectives requires focus and commitment. Astellas is already well recognised in the fields of Transplantation and Urology, while Astellas Pharma Europe has also been applying its expertise and experience in the areas of anti-infectives, oncology and pain management, with active R&D programmes in place.

### **Ken Jones, President and CEO, Astellas Pharma Europe Ltd., commented:**

“The launch of the Astellas Slovenian office is not only significant as it marks our 21st European affiliate, it will contribute to Astellas' mid term vision: VISION 2015, in which we aim to become a Global Category Leader (GCL) in several therapeutic areas where high unmet medical needs exist. In spite of the tough market conditions across the whole of Europe, Astellas is continuing to demonstrate a clear strategy for growth by expanding and developing core franchises. The investment in the region will not only strengthen our position, it will change tomorrow to create a brighter future for patients.”

Recognising the emerging complexity and segmentation of the pharmaceutical marketplace, Astellas' global business model works to evolve and expand the company as a GCL in a variety of markets.

**Adam Pearson, General Manager says:** "We have ambitious plans for our future in this region. We aim to make our innovative medicines available to patients and doctors throughout South East Europe as well as contributing to the local Slovenian economy by creating our regional base in Ljubljana."

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#### **NOTES TO EDITORS**

Astellas develops and markets treatments across a range of therapy areas where unmet medical needs still exist:

***About Astellas Pharma Europe Ltd.:***

*Astellas Pharma Europe Ltd., located in the UK, is a European affiliate of Tokyo-based Astellas Pharma Inc. Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products.. The organisation is committed to becoming a global company by combining outstanding R&D and marketing capabilities and continuing to grow in the world pharmaceutical market. Astellas has 21 affiliate offices located across Europe, the Middle East and Africa, an R&D site and three manufacturing plants. In Europe, Astellas employs approximately 4000 staff across these regions. For more information about Astellas Pharma Europe, please visit [www.astellas.eu](http://www.astellas.eu).*

***About Astellas Pharma Inc.***

*Astellas Pharma Inc., located in Tokyo, Japan, is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. Astellas has approximately 16,000*

*employees worldwide. The organization is committed to becoming a global category leader by rapidly establishing a business model in urology, immunology & infectious diseases including transplantation, oncology, neuroscience, DM complications & metabolic diseases. For more information on Astellas Pharma Inc., please visit Astellas' website at <http://www.astellas.com/en>.*