

Start of New Management

Terumo Corporation
Representative Director & President
Yutaro Shintaku
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Essential Agenda for the Initial 100 Days

1. Communication
2. Activate the growth strategy

1. Communication

- New management policy
 - Evolution of management: Speed and Global focus
 - Acceleration of growth strategies: Region and Business
 - Japanese business development in new direction
 - Company growth = People growth

- Face to face dialogue with employees; a sense of the field

- Distributors, Media (Press)

2. Activate the Growth Strategy: Region

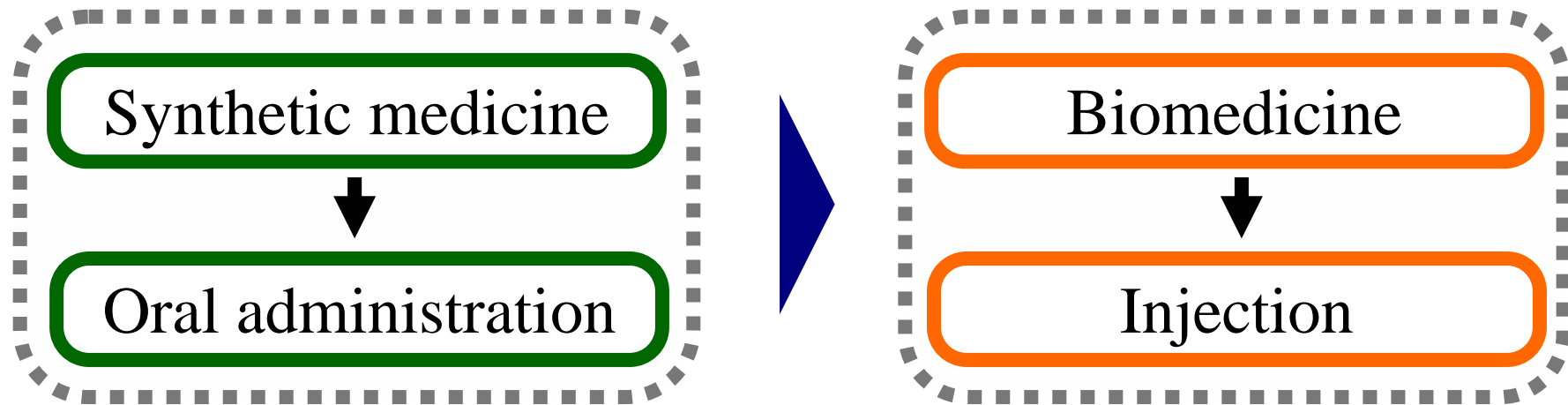
- Strengthening the China strategy
 - From export/import to local manufacturing and distribution
 - Negotiation ongoing for partnership with local company

- Strengthening business in other emerging countries
 - Assign the very top key official
 - Hire local executives
 - Post younger employees

2. Activate the growth strategy: Business

- 1) Value added drug delivery devices catered for biomedicine
(Drug & Device)
- 2) Global diabetes management business
- 3) Transfusion as a basic healthcare infrastructure
- 4) Further expansion of the minimally invasive procedures
- 5) Growth of Left Ventricular Assist Device driven by
destination therapy

1) Value Added Drug Delivery Devices Catered for Biomedicine (Drug & Device)



Biomedicine market
\$120 billion -> 200 billion in ten years

Growing demands of value added drug delivery device
catered for biomedicine

Business Model of Global Drug & Device

”NESP Plastic Syringe”: Remedy for renal anemia



TERUMO

Safe,
Easy to use

KYOWA KIRIN

Reduced
frequency dose

Plastic Syringe

Value

NESP

<Additionally approved>

Added application for
conservative treatment

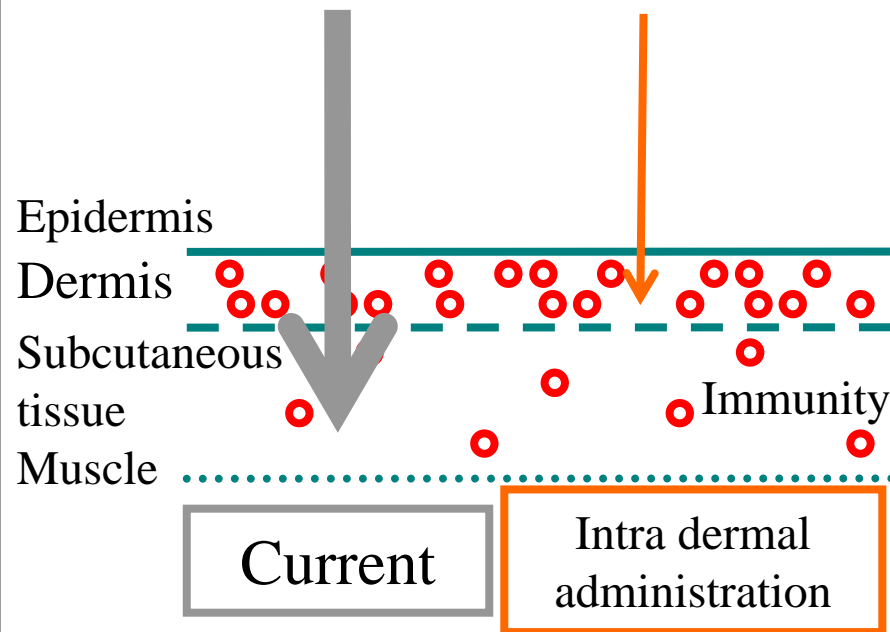
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Subcutaneous injection

Improve patients' QOL and
efficiency of the medical practice

TERUMO

New Administration Device for Influenza Vaccines



- Enhance the efficacy: 5 fold
- Application for self-injection

Adopted for the subsidy project of the
“Special Subsidy for Improvement of
Development and Production Structures for
New Influenza Vaccines”

Enhance the efficacy of vaccines,
Emergency measures

IR Contact

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