

# Start of New Management

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

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1. Communication
2. Activate the growth strategy

# 1. Communication

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- 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

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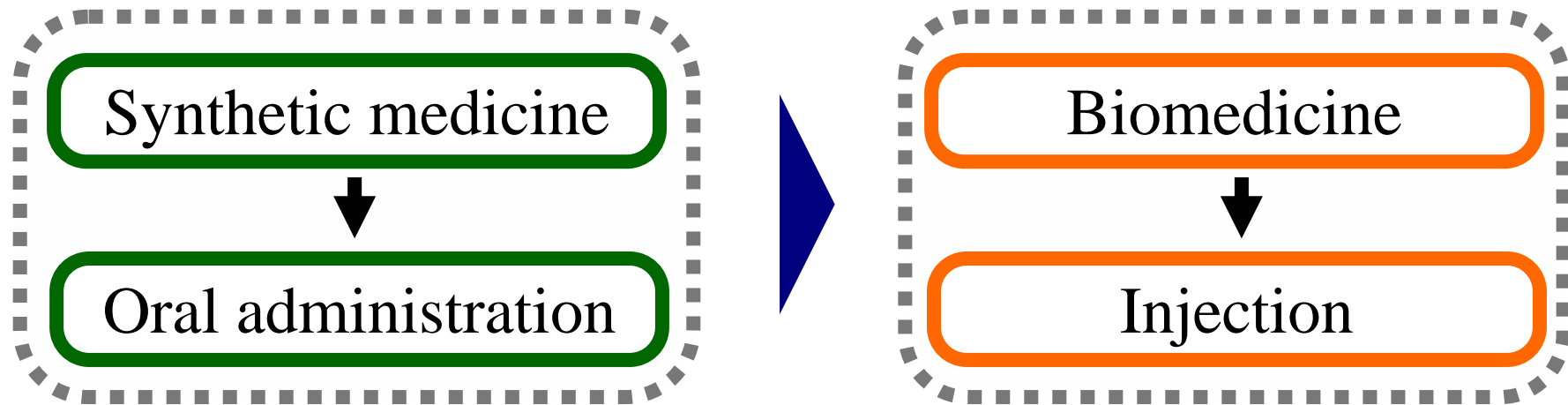
- Strengthening the China strategy
  - From export/import to local manufacturing and distribution
  - Negotiation ongoing for partnership with local company
  
- Strengthening business in other emerging countries
  - Assign the very top key official
  - Hire local executives
  - Post younger employees

## 2. Activate the growth strategy: Business

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- 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

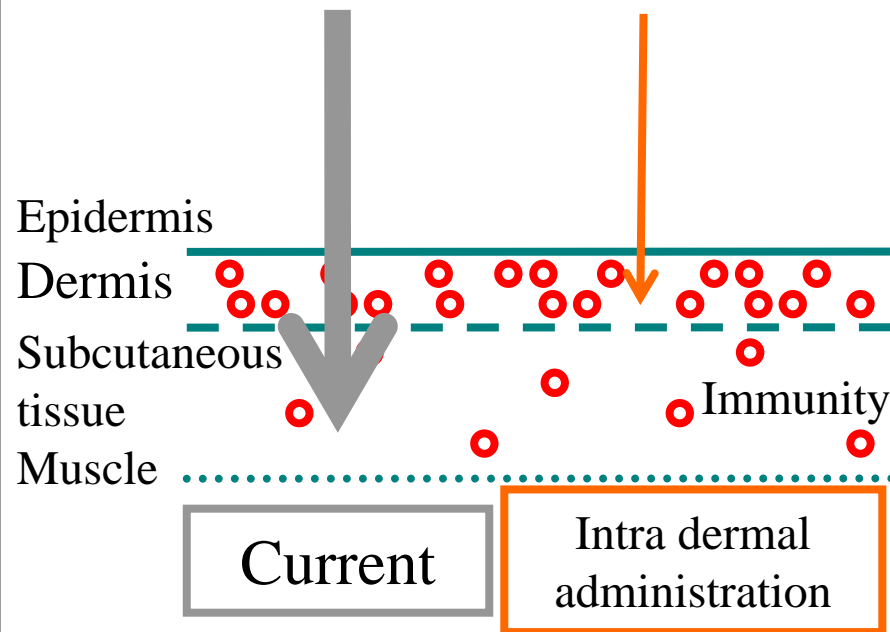
&

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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