



## Publicity Activities

As a leader in the generic drug industry, Sawai engages in wide-ranging publicity to increase recognition of generics and promote their dissemination.

Sawai’s activities to promote understanding and dissemination of generic drugs began in 1997, a time when recognition and understanding of generics was still low among the general public and healthcare professionals. We placed the first advertisement by a generics manufacturer in a medical journal and also began running newspaper advertisements targeting the general public. In 2004 we began airing TV commercials to educate the general public about generic drugs.

Today, we engage in advertising activities to build the Sawai brand as the generics manufacturer chosen by healthcare professionals as well as advertising targeting the general public to increase understanding of generic drugs. Through these vigorous publicity activities, we strive to promote the dissemination of generics and to establish a robust brand and unshakable customer trust.

### Advertising to Healthcare Professionals



### Advertising in Newspapers Nihon Keizai Shimbun



### Co-sponsored Symposia

To contribute to patients and society, we co-sponsored academic symposia and held generics education seminars for the general public.

Nikkei Health Seminar 21



Sankei Breast Cancer Seminar for Women

### Pharmacists Rank Sawai First in Favorability Among Generic Drug Companies

The findings of a Web survey of pharmacists conducted by Nikkei Drug Information, a journal for pharmacies and pharmacists, indicate that Sawai Pharmaceutical enjoys high favorability among pharmacists, ranking first among generics companies in pharmacist support.

“Stable supply” (72.4%) was the most frequently mentioned reason given by the respondents who selected Sawai, followed by “Offer many products” (59.0%). The survey results indicate that Sawai’s posture of ensuring stable supply to patients has met with support and made a favorable impression among pharmacists.

Sawai will continue efforts to ensure a stable supply of high-quality pharmaceuticals with the aim of winning even greater support from pharmacists.