

## Toward Progress in Cancer Pain Management

As part of its CSR activities, Shionogi has worked to promote broader-spread treatment of cancer pain for the past three years. Aiming to provide cancer pain relief as quickly as possible, we intend to sustain these promotional activities going forward.

### Current State of Cancer Pain Treatment in Japan

Cancer is a disease with a high mortality rate in Japan. While the share differs by gender, roughly one in two Japanese will develop cancer some time, making cancer a very familiar disease. Many cancer patients experience severe pain due to their disease and its treatment. However, even when patients are subjected to extremely severe pain, therapy based on oral narcotics can eliminate that pain. Unfortunately, many cancer patients in Japan are still just doing their best to tolerate their pain during the period of their treatment.

### Reason for Shionogi's Efforts to Promote Treatment of Cancer Pain

Shionogi began marketing oral therapeutic narcotics for use in connection with cancer treatment about 20 years ago, and the Company has since that time proactively worked to provide information aimed at promoting broader-spread pain therapy. Compared with the situation in other industrialized countries, however, the use of therapeutic narcotics in Japan remains insufficient. The April 2007 application of the Basic Law Concerning Cancer Countermeasures took effect and has enabled some progress regarding the use of palliative therapy for cancer pain and other kinds of pain. By promoting keener and more-widespread awareness of antipain therapy among members of the

general public, Shionogi is striving to help prepare an environment in which the liberation of cancer patients from pain can move forward.

### Activities Implemented during Fiscal 2008

Within the framework of Shionogi's efforts to promote understanding of the importance of cancer pain treatment throughout society, fiscal 2008, in a continuation of the previous year's activities, was positioned as a year for foundation building through the implementation of the following activities undertaken in cooperation with government, academic, the industrial arena (principally the pharmaceutical industry), and media entity partners.

#### Production and Broadcast of Television Commercials

Based on commercial broadcasts in fiscal 2007, commercials were prepared featuring the caption "therapeutic narcotic drugs" as a means of promoting understanding.

#### Cooperation with Government Programs to Promote Awareness of "Cancer Palliative Care"

Public relations activities were taken via mass media and other initiatives were taken to support the Orange Balloon Project, which spreads correct information about palliative care for those suffering from cancer and other diseases under the sponsorship of the Ministry of Labour, Health and Welfare.

#### Participation in and Management of Corporate Associations

Shionogi participated in the Cancer Pain Relief Consortium, a corporate association aimed at promoting broader-spread awareness and application of cancer pain relief therapy. This corporate consortium proactively took measures to promote improved awareness.



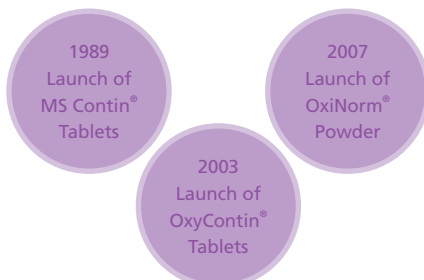
(At the end of April 2009, the Cancer Pain Relief Consortium included six companies: Shionogi; Teikoku Seiyaku Co., Ltd.; Terumo Corporation; Nippon Shinyaku Co., Ltd.; Hisamitsu Pharmaceutical Company, Inc.; and Janssen Pharmaceutical K.K.)

### Activities Planned for Fiscal 2009

In the current fiscal year, as previously, Shionogi is employing the venerable celebrity Shunji Fujimura as the central image character for public awareness advertisements proactively disseminated via newspapers, television, the Internet, and other media. Plans also call for additional energy to be invested in the Cancer Pain Relief Consortium with the goal of supporting collaborative efforts by industry, academic, and government entities to promote cancer pain care. To increase proper awareness of cancer pain therapy among an increasingly larger number of people, Shionogi will continue to emphasize information-dissemination activities.



Television commercial about cancer pain treatment



応援しています。



Orange Balloon Project