

## **Santen Pharmaceutical Signs Partnership Agreement with ITU Supporting ITU and WHO initiative “Be He@lthy, Be Mobile” in Ophthalmology**

January 10, 2020, Osaka, Japan—Santen Pharmaceutical Co., Ltd. (hereinafter, “Santen”) announced that we have entered into a partnership agreement with the International Telecommunication Union (Headquarters: Geneva, Switzerland, hereinafter ITU), the United Nations specialized agency for information and communication technologies, to support “Be He@lthy, Be Mobile” (hereinafter BHBM) in ophthalmology, an initiative of ITU and the World Health Organization (Headquarters: Geneva, Switzerland, hereinafter WHO).

In regard to BHBM, Santen and ITU will focus on preventable non-communicable diseases in the ophthalmology area with the aim of achieving eye health. BHBM is a digital health initiative between the WHO and ITU in support of the WHO's expansion of services in non-communicable diseases. This initiative is designed to raise awareness of the prevention and management of non-communicable diseases through the use of mobile phones and digital devices in order to realize healthy lifestyles. It is estimated that almost the entire world population (97 per cent) lives within reach of a mobile cellular signal\*, and today its service is expanding digital health services and geographic reach, including the distribution of health information and content to end users through SMS (short message service) and digital device apps.

Shigeo Taniuchi, President and COO of Santen says, "We are pleased to have entered into a partnership agreement with the ITU, which aims to promote global economic and social development through digital technology, and to participate BHBM initiated by ITU and WHO. As a first global partner from Japan and also in ophthalmology of BHBM, we will actively incorporate new technologies and support providing information to people with eye diseases."

"The participation of Santen in the Be He@lthy, Be Mobile initiative highlights the importance of investing in technologies to empower people to manage their own health and medical professionals to provide better care from prevention to diagnosis and treatment. At ITU we are expanding our partnership and collaboration with various stakeholders in order to bring the benefits of technology to the people, in every area and every walk of life," says Doreen Bogdan-Martin, Director of the ITU Telecommunication Development Bureau.

\* ITU <https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2019.pdf>

### **About International Telecommunication Union (ITU)**

The International Telecommunication Union (ITU) is the specialized United Nations agency for information and communication technologies (ICTs), driving innovation in ICTs together with 193 Member States and a membership of nearly 900 companies, universities, and international and regional organizations. Established over 150 years ago in 1865, ITU is the intergovernmental body responsible for coordinating the shared global use of the radio spectrum, promoting international cooperation in assigning satellite orbits, improving communication infrastructure in the developing world, and establishing the worldwide standards that foster seamless interconnection of a vast range of communications systems. From broadband networks to cutting-edge wireless technologies, aeronautical and maritime navigation, radio astronomy, oceanographic and satellite-based earth monitoring as well as converging fixed-mobile phone, Internet and broadcasting technologies, ITU is committed to connecting the world. For more information, visit: [www.itu.int](http://www.itu.int).

### **About Be He@lthy, Be Mobile (BHBM)**

Be He@lthy, Be Mobile (BHBM) is an initiative that was set up by the International Telecommunication union (ITU) in 2012 and the World Health Organization (WHO). BHBM works with governments to scale up mHealth services for non-communicable disease and their risk factors. The initiative provides evidence-based content and technical assistance to Member States wishing to implement national mHealth programs. The initiative partners with UN agencies, private sector, academia, governments and civil society to develop and improve each of its programs. Millions of people have already been reached through the programmes and evaluation shows that they are impacting positively on users' health.

### **About Santen**

As a specialized company dedicated to ophthalmology, Santen carries out research, development, marketing, and sales of pharmaceuticals, over-the-counter products, and medical devices. Santen is the market leader for prescription ophthalmic pharmaceuticals in Japan, and its products now reach patients in more than 60 countries. With scientific knowledge and organizational capabilities nurtured over a nearly 130-year history, Santen provides products and services to contribute to the well-being of patients, their loved ones and consequently to society. For more information, please visit Santen's website ([www.santen.com](http://www.santen.com)).

### **Santen Forward-looking Statements**

Information provided in this press release contains forward-looking statements. The achievement of these

forecasts is subject to risk and uncertainty from various sources. Therefore, please note that the actual results may differ significantly from the forecasts. Business performance and financial conditions are subject to the effects of changes in regulations made by the governments of Japan and other nations concerning medical insurance, drug pricing and other systems, and to fluctuations in market variables such as interest rates and foreign exchange rates.

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