

Santen Introduces its New Corporate Brand Name Notation and Corporate Slogan Aiming to Grow on a Globally, Going beyond the Pharmaceutical Industry

July, 7, 2020, Osaka, Japan - Santen Pharmaceutical Co., Ltd. (hereinafter, "Santen") announces a new long-term vision for the company's future through to 2030 and beyond as we celebrate 130th anniversary of our founding.

We believe that our mission is to contribute to eye health, in line with our CORE PRINCIPLE of "Tenki ni Sanyo suru"¹, through providing various solutions to patients around the world as a specialized company in the field of ophthalmology.

To help us maintain our position as only one, indispensable company that works to solve social problems around the world related to eye health while we swiftly respond to a dramatically changing social environment, Santen has decided to introduce a new corporate brand name notation and corporate slogan.

- Change the corporate brand name notation to "Santen"² from "参天製薬" or "Santen Pharmaceutical".
- Change our corporate slogan to "Imagine Your Happiness" from "Clear Vision for Life".

Changing the corporate brand name notation to "Santen" reflects our commitment to realize a leap into a global company, extending beyond the bounds of the pharmaceutical industry. Our new slogan describes our aspiration not simply to make functional improvements in eye sight, but to improve experience value, contribute to society, and thereby achieve happiness for each individual by focusing on vision.

At Santen, all of our employees across the globe are coming together under this corporate slogan to resolve social issues around the world related to ophthalmology and deliver happiness to every individual by focusing on vision.

New Corporate Slogan

English

Imagine Your Happiness

Japanese

Imagine Your Happiness

あなたのあしたを想う

Chinese

Imagine Your Happiness

有梦想, 见幸福

For further details of our new long-term vision, please refer to the Santen brand website.

Japanese: <https://www.santen.co.jp/ja/brand/>

English: <https://www.santen.com/en/brand/>

Chinese: <https://www.santen.com/en/brand/cn/>

1. Exploring the secrets and mechanisms of nature in order to contribute to people's health

2. The official company name (参天製薬株式会社, Santen Pharmaceutical Co., Ltd.) has not changed.

About Santen (Santen Pharmaceutical Co., Ltd. (Headquartered in Osaka City))

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 over 60 countries. With scientific knowledge and organizational capabilities nurtured over a 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).