

“Patient centricity” Community Activities

Takeda Pharmaceutical Company Limited

Patient centricity

This is a book of stories.

Stories that show our dedication and passion to helping patients and to make a real difference in local communities where we operate.

"Do for Patients" shows that we do a lot more than develop medicines that address unmet medical needs.

As you'll see in the following pages,

Takeda employees go beyond the call of duty, dedicating their time and energy helping others in every corner of the globe.

From Japan and the U.S. to Europe and Emerging Markets, you'll read about many impressive corporate citizenship activities that are bringing our mission to life.

While these activities may differ in their creative outreach, reflecting the rich diversity of this company, the spirit remains the same.

We are Global One Takeda, and perhaps nowhere illustrates this spirit better than this book of stories.

Christophe Weber

President & Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Christophe Weber', written in a cursive style.

Do for Patients

▶ Global Programs



CARE



WORK



GRANT



INFORM



LEARN



JOIN



Do for Patients CARE



American Red Cross Blood Drive (U.S.A.)

Being attentive to the needs of patients to help give them hope



Supporting a Flying Doctor Service for Underprivileged Patients in Africa (Italy)



Charity Program for the University of the Philippines—Philippine General Hospital Pediatric Cancer Ward Patients (The Philippines)



Supporting Children Undergoing Long-Term Treatment at Hospitals in Areas Affected by the Great East Japan Earthquake (Japan)



Support for San Diego Center for Children (U.S.A.)



Supporting a Program for Child Nutrition (Mexico)



"Life is Good When You Share" Volunteer Activity (Turkey)

Sono molto orgoglioso perché Takeda supporta la vera missione di ogni medico e chirurgo: curare e prendersi cura delle persone che hanno più bisogno e aiutarle a sconfiggere le loro malattie.

PAOLO MORELLI

I take pride in Takeda's support of doctors and surgeons in their true mission: caring for and curing those who need it most, while helping them defeat their illnesses.

Paolo Morelli

Since 2003, Takeda in Italy has been supporting the Flying Doctors, the airborne medical services arm of AMREF, helping them to realize their medical mission in Africa.

 Supporting a Flying Doctor Service for Underprivileged Patients in Africa (Italy)





It was indeed a very humbling experience to share time & care to children. Just like giving Health & care to our patients.

Tricia Sanchez

Tricia Sanchez

Employees in the Philippines visited 90 pediatric cancer patients of the state-run Philippine General Hospital. They prepared "loot bags" consisting of toys, which came from donations from employees themselves, and brought with them two magicians who simultaneously performed in each ward and a balloonist who gave balloons in different shapes and sizes to the children.



Charity Program for the University of the Philippines—Philippine General Hospital Pediatric Cancer Ward Patients (The Philippines)



「不思議」「魔法」「遊び」を小児病棟に届け。
キラキラの笑顔を子どもたちと共に！
日本クリニックラウン協会
石井 綾子

The joy of bringing wonder, magic and fun to children's wards
and seeing their faces light up!

Japan CliniClowns Association
Hiroko Ishii



Supporting Children Undergoing Long-Term Treatment at Hospitals
in Areas Affected by the Great East Japan Earthquake (Japan)

Takeda Well-Being Program

In Japan, Takeda conducts the Takeda Well-Being Program, which provides support for children undergoing long-term treatment for various diseases as well as support for their families. As part of the program, Takeda supports the Japan CliniClowns Association, an organization that sends clowns to visit children at hospitals in areas affected by the Great East Japan Earthquake.



I went into SD Center for Children to give love and help the children need, but I was the one who was gifted with love and good laugh from them at the end of the day.

Sue Suyeon Choi

Sue Suyeon Choi

For the 12th consecutive year, Takeda California employees warmed the hearts of at-risk teens at the San Diego Center for Children by fulfilling gift wish lists. Support for San Diego Center for Children.

 Support for San Diego Center for Children (U.S.A.)

Hoy me siento más orgullosa y comprometida con nuestra misión en Takeda a través de este gran proyecto de donación, en el cual definitivamente brindamos una mejor salud a miles de niños que sufren anemia.

Cecilia Figueroa

Today I feel prouder and more committed to our Takeda mission through this great donation project—a project that brings better health to thousands of children suffering from anemia.

Cecilia Figueroa

Employees in Mexico have been working with Un Kilo de Ayuda (UKA) (One Kilo of Help), an NGO dedicated to fighting malnutrition in disadvantaged children. For the latest donation, held in December 2014, Takeda Mexico donated Ferranina® treatments for six communities nationwide. In addition, Takeda Mexico and UKA organized a drawing contest among the children.



Supporting a Program for Child Nutrition (Mexico)





Bir gün Trafikte beklerken,
evsiz bir aile dikkatimi çekti.
Ve ailenin küçük kızı bizim
'Takech' olarak paylaştığımız
bir kıyafeti giymisti.
O an beni çok etkiledi ve defizlik
duggularla ağlamaya başladım...
SENEM ALP

As Takeda Turkey, we donated second-hand clothes to Istanbul Municipality. One day, when I was waiting at the traffic light, I saw a homeless family and the little girl was wearing one of the clothes that we donated. This hit me and I started to cry with various feelings.

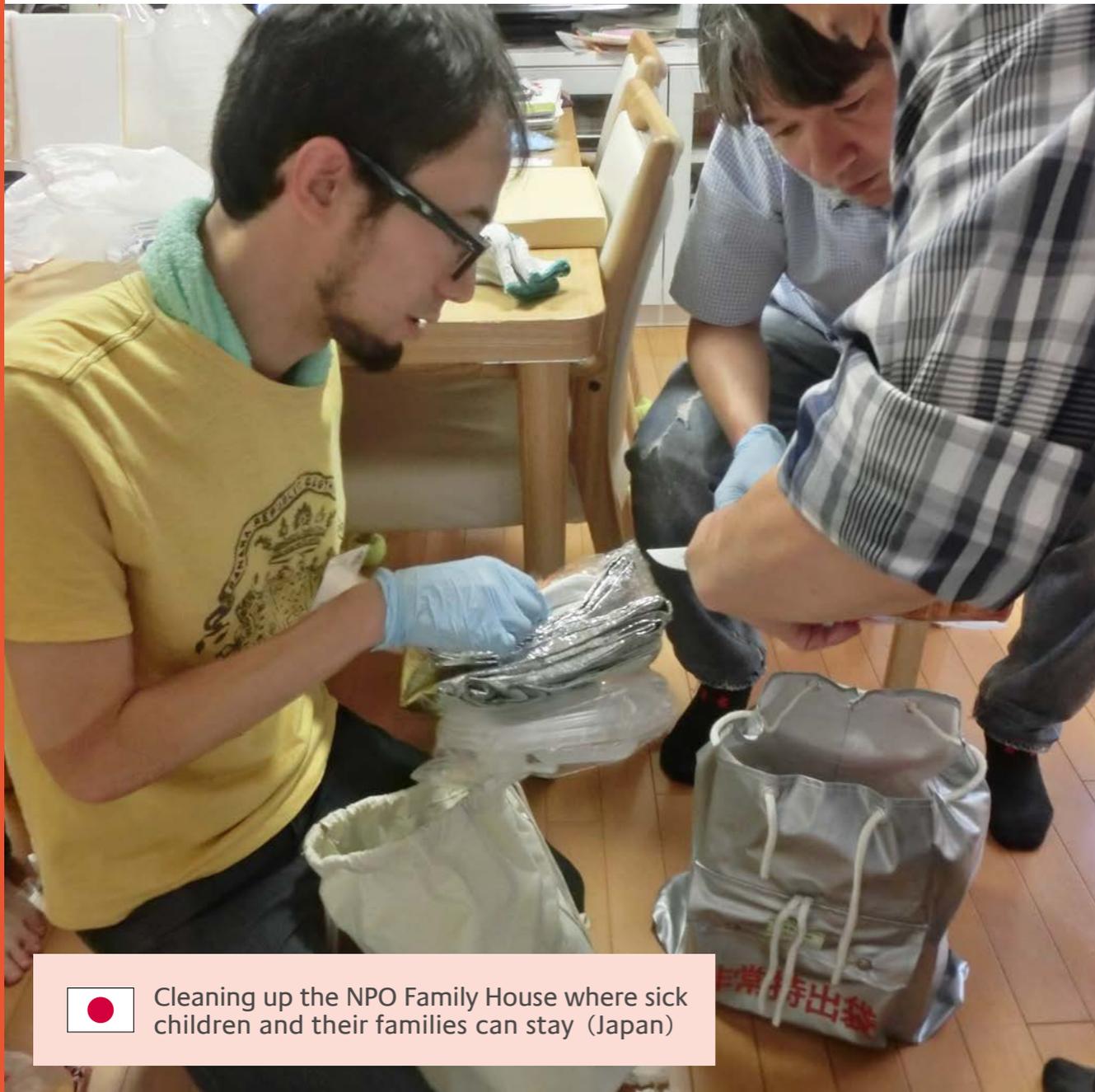
Senem Birim Alp

As part of the social responsibility project "Life is good when you share", second-hand clothes were collected and delivered by employees in Turkey to those who need them during the cold winter months.



"Life is Good When You Share"
Volunteer Activity (Turkey)

Do for Patients WORK



Cleaning up the NPO Family House where sick children and their families can stay (Japan)

Providing a comfortable environment for patients



Voluntary Service at the Children's Memorial Health Institute in Warsaw (Poland)



Developing a Patient Assistance Program for Cancer Patients (Thailand)



Collaboration with RESALA to Contribute to the Health of Communities (Egypt)



Calligraphy and Origami Workshops in Oncology Hospital (France)



Support to Establish a Prostate Cancer Database (China)



To wielka radość, kiedy możesz zrobić
coś dobrego dla małych pacjentów.

Paweł Lewczuk

This is a great joy when you can do something good for the
little patients.

Paweł Lewczuk

Employees in Poland renovated and painted a corridor at the
hospital for children.

 Voluntary Service at the Children's
Memorial Health Institute in Warsaw (Poland)

หลายคนอาจคิดว่าคนไทยมีเงินใหม่จากงาน การเข้าถึงยาเป็นปัญหาทางสาธารณสุขที่สำคัญของประเทศไทย เราในฐานะบริษัทฯ แม้ไม่สามารถช่วยทุกคนได้ แต่อย่างน้อยโครงการนี้ ก็ทำให้เราได้มีส่วนช่วยเหลือคนไทยอย่าง ก้าวข้าง

ชติรัตน์ ฐิติรัตน์

As we all know, there are many poor people in Thailand, and access to medicine is one of the most pressing health issues. As a pharmaceutical company, Takeda cannot help every single patient, but this project can help at least some of them.

Thitirat Chuenjit

Cross functional team from Takeda in Thailand and other department has been working together to identify the optimal set-up for the PAP to help patients get access to their life saving medicine.

 Developing a Patient Assistance Program for Cancer Patients (Thailand)



هدف في الحياة ورفنا داخلي
مساعدة الأخرى اعطاني
وجوه المحتاجين يشعرون بالسعادة ،
وضع ابتسامته على

هبة توحى .

Helping others gives me a sense of purpose
in life and inner satisfaction. Putting a smile
on the face of the needy is really a good
feeling.

Heba Tohamy

Employees in Egypt have donated books, magazines,
toys, clothes, shoes, school bags, stationary, and many
other items to support RESALA's charitable activities. The
donations box started its tour at Florida Cairo office and
will continue around the rest of the offices in Egypt.



Collaboration with RESALA to Contribute
to Health of Communities (Egypt)





Une journée à l'IGR, hôpital dédié aux malades atteints
du cancer, un peu de temps plein d'émotion et d'humanité
how nous, et de diversion pour les patients.

Mari Argilon
Mari Argilon

One day spent in a French hospital dedicated to cancer treatment—for us: many emotions and goodwill,
for patients: recreation and comfort.

Mari Argilon and Catherine Massix

In France, Takeda supports a half-day workshop of origami and calligraphy each month in Gustave Roussy (an important and well-known oncology hospital in France). The workshop is run by a Japanese calligrapher, who writes patients' names or does origami together with patients.



Calligraphy and Origami
workshops in Oncology
Hospital (France)



助力中国前列腺癌病人治疗，
提升医学科学的发展！
张晖

Good for the treatment of prostate cancer patients and
good for medical science development in China.
Peter Zhang

To help improve prostate cancer treatment in
China and enhance the standardization of
clinical diagnosis and treatment, Takeda China
supported the establishment of China's first
Prostate Cancer Database (C-CAP) through
sponsorship of the China Wu Jieping Medical
Foundation.



Support to Establish a Prostate
Cancer Database (China)

Do for Patients

GRANT



 The vocational education program within the pharmaceutical cluster of Yaroslavl region (Russia)

Building a brighter future for students by supporting their development



Supporting Education for Medical Assistants in South Sudan (Italy)



Support for the Great Britain Amputee Football Team (UK)



Supporting Ärzte für Afrika (Physicians for Africa) (Germany)



The Golden Cadres of Medicine Scholarship Program (Ukraine)



*Sono contenta di vedere come Takeda, con
coerenza, creda nei propri valori e si impegni
a concretizzarli anche in progetti di formazione
del personale sanitario in Paesi in via di sviluppo.*
ANTONELLA VOLPINI

I am glad to see how Takeda consistently believes in its values and puts them into effect even through scholarship programs for health professionals in developing countries.

Antonella Volpini

Takeda in Italy supported a one-year scholarship of two nurses in South Sudan through the AMREF training program for health practitioners.



Supporting Education for Medical Assistants in South Sudan (Italy)



I'm humbled and inspired to see what this team of amputees can achieve - just because someone has lost a limb needn't prevent them from living a full and active life.

Jon Neal

Jon Neal

Takeda UK provided the Great Britain Amputee Football team with sponsorship toward the team's participation in the 2014 Amputee Football World Cup in Mexico.



Support for the Great Britain Amputee Football Team (UK)

Wir helfen Ärzten, mit denen wir eng zusammenarbeiten, dass ihre Hilfe bei denjenigen Menschen ankommt, die sie am dringendsten benötigen. Unser nachhaltiges Engagement macht den Unterschied.

Frank Denker

We help the physicians we work with so that their aid can reach those people who need it most. It is this sustained commitment which makes the difference.

Frank Denker

For several years, Takeda Germany has been supporting Ärzte für Afrika, an organization that aims to improve healthcare for people in need in Africa. To raise funds, charity runs are organized all over Germany in which urologists and Takeda employees participate every year. In 2014, Takeda collected 7,500 euros in a single run.



Supporting Ärzte für Afrika
(Physicians for Africa)
(Germany)





Я сподіваюсь, що мій скромний
внесок у медицину в Україні
допоможе пацієнтам бути здоровими,
Наталія Облакевич

I hope that my modest contribution to medicine in Ukraine will help patients regain their health.

Natalia Oblakevich

The Golden Cadres of Medicine scholarship program is a long-term social project that has been running since 2008 and is one of the priority areas of the company's social activities. It is focused on supporting students of Ukrainian State Medical Universities and fosters their professional growth.

 The Golden Cadres of Medicine Scholarship Program (Ukraine)

Do for Patients

INFORM



 Supporting the Donation Bank for stem cells (Germany)

Spreading knowledge worldwide to support a healthy society



Participation in a charity event "Coffee Morning" for Cancer Patients (Saudi Arabia)



The Health Education Fairy Tale Series (Korea)



Educational Activities for Health Professionals, Patients and their Families (France)



Organizing "Stroke Camps" with a Stroke Patient Organization (Russia)



Support for Retratos de Superação Project to Help Cancer Patients (Brazil)



Free Medical Checkups in the Bekasi Plant (Indonesia)



لا يوجد شيء يشترك بالقيمة أكثر من المشاركة من فريق سعي
 لمساعدة المرضى والمجتمع ، لا سيما مع مشاركة الأطفال
 الحسن محمد

Nothing is more rewarding than being part of a team that serves its community and patients.
 It is even more rewarding doing it with children.

El Hassan Mohamed

Employees in Saudi Arabia participated in the morning coffee event hosted by the British International School of Jeddah to raise money for the treatment of young people who have been diagnosed with cancer, but are unable to afford the necessary treatment.

Participation in a charity event
 "Coffee Morning" for Cancer Patients
 (Saudi Arabia)

어마와 함께 동화책을 읽으며
좋아하는 아이들의 모습을 보며
회사가 자랑스러웠습니다.

Judy. Lee

When I saw the children reading fairy tales
and having such a good time with their mothers,
I was proud to be a part of Takeda. Judy Lee

The Fairy Tale Series was developed to
increase awareness of various diseases
and to emphasize the importance of
developing healthy habits to prevent such
diseases. The books were donated to over
300 libraries and child welfare centers
all over Korea.



The Health Education Fairy
Tale Series (Korea)





“ A travers cette activité, nous participons à la vie quotidienne des patients. C'est important d'être impliquée directement auprès des patients quand on travaille dans une entreprise pharmaceutique.”
Celine KAUV

With this activity, we can be part of the day-to-day life of the patient. It's important to be involved directly with patients when we are working in a pharmaceutical company.

Celine Kauv

Since 2004, Takeda France has supported the French Association of Friedreich's Ataxia (AFAF) through two programs: the Employee Volunteer program and Educational Activities for Health Professionals, Patients and their Families, producing a biannual scientific newsletter as well as a book, called Living with Friedreich's Ataxia.



Educational Activities for Health Professionals, Patients and their Families (France)



Инсульт – тяжелое заболевание как для пациентов, так и для их родственников, поэтому очень важно помочь им в борьбе с этим недугом. Я была рада принять участие в организации и проведении Stroke camps, мероприятий, оказывающих поддержку пациентам и рассказывающих россиянам о важности профилактики этого заболевания.
Анастасия Макарова

Strokes have severe effects both for the patients and their relatives, and so it is important to help them cope. I am very happy to be a part of an initiative to support patients and inform Russians about measures to prevent strokes.

Anastasia Makarova

In cooperation with the patient organization Fund for Families with Stroke Patients (ORBI), Takeda organized "Stroke Camps"—a series of events in Moscow city parks for survivors of strokes and their relatives.



Organizing "Stroke Camps" with a Stroke Patient Organization (Russia)



*Fazer parte de algo especial,
visando o bem do próximo,
me motiva a ser alguém
melhor todos os dias.*

Bianca Feijóó

Being part of something special that touches people's lives, motivates me everyday to be a better person.

Bianca Feijóó

Takeda Brazil supported a patient association called Abrace, whose main objective was to encourage patients, their families and the teams that work in hospitals treating cancer to take motivational photographs on the theme of overcoming. Eighty pictures were selected for the exhibition in seven cities.

 Support for Retratos de Superação Project to Help Cancer Patients (Brazil)

Tumbuh, berkembang dan memberikan nilai tambah
Untuk masyarakat sekitar

Edi Rusiyanto

Grow, develop and provide added value to the local community.

Edi Rusiyanto

Takeda employees in the Bekasi plant worked together with a local clinic to conduct free medical checkups for the community near the plant. A total of 129 people ranging from 4 to 80 years old from the local community attended to take advantage of the program.

 Free Medical Checkups in the Bekasi Plant (Indonesia)



Do for Patients

LEARN



 Patient Forum on Prostate Cancer (France)

Putting patients first by grasping the realities of illness and healthcare



Held Event "Tuning into Patients Around the World" (U.S.A.)



Volunteering for the Children Are Us Foundation (Taiwan)



Takeda Meets AMREF (Italy)



Jointly Held with an NPO a Learning Session for Children Undergoing Treatment and their Families as a Takeda-ism Day Event (Japan)



Watching Patients perform at our Company Meeting was incredibly uplifting. To know that my work, in however small a way, has contributed to that moment being possible filled me with pride.

Jess Gangi

Takeda Boston held an event that showcased how adherence to our core values can help us achieve what is best for our patients. We heard from Senior Leaders and patients, and enjoyed a very special keynote from the former mayor of Boston, who was also a cancer patient. The extraordinary event ended with a music concert performed by two of the honored patient guests, who were both professional musicians from different parts of the world.

 Held Event "Tuning into Patients Around the World" (U.S.A.)



藉由幫助別人感到
幸福且更珍惜目前
所擁有的

Naya Huang

Helping people brings me happiness
and cherish what I have. Naya Huang

Employees in Taiwan volunteered for the Children Are Us Foundation, an organization that helps disabled people returning to society, transforming their lives. Employees spent an afternoon in their sheltered workshop working to support them.



Volunteering for Children Are Us
Foundation (Taiwan)



Incontrare un medico che dedica se stesso ad aiutare gli altri, mi rende orgogliosa come dipendente Takeda ed è un'occasione per ripensare ai valori della mia realtà realmente importanti.

Annamaria Paparella

Meeting doctors who devote themselves to helping others gives me pride as a Takeda employee. It's an occasion to reconsider life's most important values.

Annamaria Paparella

In September 2014, AMREF visited the head office in Italy and introduced us to the difficulties involved in bringing medical assistance to rural and disadvantaged communities living throughout East Africa.



Takeda Meets AMREF (Italy)

闘病中の子どもたちにとって家族の元気が一番の Vitamin
その Energy Charge が 私たちの使命だと気付かされました。

矢野 千佳

Vital power of families is the best medicine for children battling illness. I realized our mission is encouraging and charging energy for families in the hard time.

Chika Yano

Family House is an NPO that provides accommodation for families with children who have serious diseases. Family House staff spoke to employees about how they face children and their families with sincerity as a Takeda-ism Day event at the Tokyo head office.



Jointly Held with an NPO a Learning Session for Children Undergoing Treatment and Their Families as a Takeda-ism Day Event (Japan)



Do for Patients JOIN



 Join the Dog Walk Benefitting Supporting Breast Cancer Fundraising Group (U.S.A.)

Working together as one to bring smiles to patients' faces



Takeda Cares Day for Local NPOs (U.S.A.)



Participated in Relay for Life Event to Support Cancer Patients (Japan)



Volunteering for Laborers During Ramadan (UAE)



Educational Play about Children's Health (Korea)



Projects to Improve Child Nutrition (South Africa)



Christmas Gingerbread Bazaar for Sick Children (Russia)



Volunteering around Brazil by Employees (Brazil)



The soul of a company comes out in how it performs - not only how it performs with our patients, but how it performs in giving back to the community. So it's a real good feeling to work for a company that does things like this.

Richard CZERNIAK
Richard Czerniak

Takeda Cares Day raises funds for select local nonprofit organizations that support three pillars: health, science education, and community vitality. For the past four years, Takeda employees have had the opportunity to participate in the Takeda Cares Day 5K run or walkathon on the Deerfield campus. In 2014, more than 700 employees raised over \$70,000 for local nonprofit organizations.



Takeda Cares Day for Local NPOs (U.S.A.)



私達は“どう生きるべきか”を
見つめ直す、貴重な機会を得ました。
長尾慎考

A precious opportunity to reconsider the truly
important things in life.
Yoshihiko Nagao

More than 100 employees in Japan participated in a
"Relay for Life" event held all over Japan. The overnight
walking event aims to raise funds for cancer survivors and
their caregivers.

 Participated in "Relay for Life"
Event to Support Cancer Patients (Japan)



لقد شرفنت بالعمل الأخير في العديد من دول إفريقيا والخليج،
 وأكثر من ١٧ عاماً. في مجال مساعدة الأيتام والفقراء ورعاية المرضى.
 وقد أصبح لي قول "لأنه بإمكانك أن تجعل حياتك قيمة بمساعدة الفقراء والمحتاجين"

I have had the privilege to work with charities supporting orphans, patients and the poor. The look in their eyes tells me, every time, that helping the needy gives one's life value and meaning.

Ahmed Hussein

Employees in UAE raised funds to cover the cost of 300 Iftar meal boxes to distribute to labor workers during the holy month of Ramadan. These meals were the first and main meal of the day. Takeda volunteers visited camps and distributed the meal boxes personally to the 300 laborers.

 Volunteering for Laborers During Ramadan (UAE)

밝은 웃음 아이들의 해맑은 이소속에서 마음의 평안을
 얻었으며 아이들의 건강하고 활기찬 모습에서 생명의
 소중함을 느낄수 있었습니다. J. K Seo

Surrounded by the bright smiles of the children playing, I found peace in my heart.
 Seeing them so full of energy and health, I realized the value of life.

J.K. Seo

Employees in Korea have developed several CSR activities under the theme of Health Literacy and adapted The Wizard of Oz for its educational play to show disadvantaged children the importance of maintaining a healthy lifestyle. Since 2013, the employees' volunteer group have educated more than a thousand children through the program by visiting various child welfare centers.

 Educational Play about Children's Health (Korea)





"A BRIGHT FUTURE OFTEN LIES BEYOND THE GLARE OF PRESENT PROBLEMS,"

A day spent investing in the future of the underprivileged youth of SA provides hope and inspiration all around.

*BETTER HEALTH: BRIGHTER FUTURE
Kristi le Marquand & Romy Osborne*

Kristi le Marquand and Romy Osborne

In South Africa, Takeda supports Africa Food for Thought, an NPO that funds and supplies school and pre-school feeding projects with the aim of improving nutrition. Balloons, bananas, bubbles and Easter eggs were given to the children, whose sheer delight at receiving these items was evident.



Projects to Improve Child Nutrition (South Africa)



Мне очень было важно и приятно увидеть, сколько сотрудников
 московского офиса откликнулись на приглашение. Я по-настоящему
 горжусь тем, что благодаря "Премикому волшебству в Тakeda"
 мы помогли собрать деньги на высококачественные и дорогостоящие
 операции для детей и каждый из нас внес свой вклад
 в их здоровое будущее!
 Екатерина Юреньева

It was a valuable experience and very touching to see how many Moscow office employees participated in the event. I am truly proud that "Gingerbread Magic in Takeda" helped to raise money for these highly technical, expensive surgeries, and each of us successfully contributed to a healthy future for children!

Ekaterina Yureneva

Employees in Russia took part in a Christmas Gingerbread Bazaar arranged by the charity fund Life Line to raise money for children with severe conditions in need of expensive medical treatment.



Christmas Gingerbread Bazaar for Sick Children (Russia)



A EMOCÃO DE VER A GRATIDÃO DEMONSTRADA
EM CADA AÇÃO E EM CADA OLHAR QUE AQUELAS
CRIANÇAS ME TRANSMITIAM, ME PROPORCIONOU
UMA EXPERIÊNCIA ÚNICA.
MARCOS BARBOZA.

It's an amazing experience when children show in their actions and in their eyes that they are thankful.

Marcos Barboza

Almost 240 employees volunteered for work that benefited more than 1,250 people in 24 cities from the north to the south of Brazil, bringing better health by teaching children to brush their teeth and wash their hands.



Volunteering around Brazil
by Employees (Brazil)

Global Programs



Takeda Initiative

The Takeda Initiative is a donation program that supports the Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund), in particular building the capacity of healthcare providers in Africa to treat these three major infectious diseases. The 10-year program runs from 2010 to 2019 and Takeda contributes ¥100 million a year. Most of the funds are directed toward Global Fund projects in Tanzania (malaria), Nigeria (HIV/AIDS), and Kenya (tuberculosis).



HERhealth

In partnership with Business for Social Responsibility (BSR), a global association of member companies for CSR, Takeda has been supporting HERhealth program - an initiative addressing the pressing social need for women's health awareness and services in developing and emerging countries. In 2015, Takeda is particularly involved in enhancing factory health clinics in Bangladesh as a pilot program and it aims to expand its activities into Vietnam, Indonesia, Cambodia, and Kenya.



IDEEL* Program

In partnership with the international NGO Project HOPE, Takeda has been supporting the expansion of International Diabetes Educator E-Learning (IDEEL), an online diabetes educator course. From 2012–2013, Takeda supported the development of the program in India, and from 2013–2015 supported the program in Spanish-speaking countries, mainly Mexico. It is hoped that the number of trainees in the program will reach 2,000 by the end of June, 2016.

In details of each program, please visit our website below;
<http://www.takeda.com/access/>

Helping as many patients as possible live each day in better health.
Just imagine what each and every one of us can achieve.