



Daiichi-Sankyo

PRESS RELEASE

DAIICHI SANKYO EUROPE GmbH
Zielstattstrasse 48
81379 Munich · Germany
Phone +49(0)89/78 08-442
Fax +49(0)89/78 08-288
www.daiichi-sankyo.eu

DAIICHI SANKYO to acquire sales force from Merck Serono in France

More than 200 sales-force employees are to transfer to the Japanese pharmaceutical company on January 1.

Munich, Dec. 15, 2008 – DAIICHI SANKYO will acquire the entire primary care sales force for cardiometabolic products at Merck Lipha Santé as of the beginning of 2009. More than 200 employees will be involved in the agreement between the French subsidiary of Japan's third-largest pharmaceutical company and the French subsidiary of Merck Serono. In recent years, both companies have marketed the blockbuster products Olmetec® and Co-Olmetec® from DAIICHI SANKYO to treat hypertension as part of a co-promotion agreement.

This co-promotion agreement is now being terminated, and the commercialization of the Olmesartan product family in France will be managed exclusively by DAIICHI SANKYO. At the same time, DAIICHI SANKYO and Merck Serono have entered into a new co-promotion agreement. Under it, the Japanese pharmaceutical company will market products previously solely promoted by Merck Lipha Santé to primary-care physicians and hospitals in France. This product line includes the anti-hypertensive agent Cardensiel® (Bisoprolol) and the diabetes medication Stagid® (Metformin).

This is the fourth such agreement reached between DAIICHI SANKYO and Merck Serono this year. In August, the Japanese pharmaceutical group acquired the German sales force for primary-care physicians from Merck Pharma GmbH. Just a few weeks ago, DAIICHI



SANKYO also acquired the Turkish sales force for cardiometabolic products as well as the product family Concor for treatment of cardiovascular diseases and Glucophage for treatment of diabetes from Merck, followed by a similar transaction for Ireland.

Counteracting the strong global trend to eliminate sales positions, DAIICHI SANKYO is significantly increasing its workforce in Europe once again. “With Olmetec® and Evista®, we are marketing strong-selling, patented medications to fight hypertension and osteoporosis in France. Once we receive government approval, we intend to offer other products to treat cardiovascular disease and thromboses in France this year and next year. To conduct these sales, we need a large number of new, highly qualified employees for our sales force if we are to compete on a level playing field,” said Reinhard Bauer, CEO of DAIICHI SANKYO EUROPE. “The acquisition of a well-organized, successful sales force with extensive experience in the cardiovascular diseases and metabolic products is an excellent way to meet the large need for additional employees,” Bauer said.

In taking these steps, the group is moving quickly to achieve its strategic objectives in Germany and Europe. By 2015, it also intends to be one of Europe’s leading pharmaceutical companies. This strategy is designed to reverse the company’s current relationship of turnover: Today, about 60 percent of consolidated turnover is generated in Japan. By 2015, about 60 percent of consolidated turnover is to be achieved outside Japan as a result of corresponding growth in sales.

DAIICHI SANKYO

DAIICHI SANKYO is a global pharmaceutical company that focuses on researching and marketing innovative medications. The company was created in 2005 through the merger of two traditional Japanese enterprises, Daiichi and Sankyo. With net sales of more than 5.4 billion € in fiscal year 2007, DAIICHI SANKYO is one of the world’s 20 leading pharmaceutical companies. The company’s world headquarters is in Tokyo, and its European base is located in Munich.



DAIICHI SANKYO has affiliates in 12 European countries and has been one of the strongest Japanese pharmaceutical companies located in Europe since it set up European production facilities and marketing offices in 1990. The company's research activities focus on the areas of cardiovascular diseases, hematology, diabetes, anti-infectives and cancer. Its aim is to develop medications that are "best" in their class or to create new classes of pharmaceutical drugs.

CONTACT

Dr. Thomas Portz

Corporate Communications

Phone +49(0)89/78 08-468

thomas.portz@daiichi-sankyo.eu

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