

Press Release

Astellas Launches further television and digital commercials with CNN

Chertsey, UK, January 12, 2017 - Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka, "Astellas") today announces that it will launch the second phase of the ongoing campaign with CNN. Following the initial phase on CNN US which launched in October 2016, the second phase will begin on January 12, 2017 and run until the end of March 2017 on CNN International.

As the exclusive sponsor of the CNN International initiative, "My Hero", Astellas will expand its brand campaign with a TV commercial and digital activities on relevant websites and social media platforms.

The company's global commercial features three Astellas employees, including a sales representative from the UK, in locations around the world and highlights how all employees work together to turn innovative science into medical solutions that bring value and hope to patients worldwide. No matter where Astellas employees are located, their unrelenting dedication to meeting patients' needs is a common and unifying goal.

My Hero is a new TV segment and it will run weekly from January 12, 2017 to March 31, 2017 on CNN International (total 12 episodes planned). Award-winning CNN international anchors or correspondents introduce us to someone they have met in their work that they consider a true hero, who makes extraordinary contributions to humanitarian aid and make a difference in their communities. The programme aligns to Astellas' unwavering commitment to enhance the health of communities and people's lives worldwide.

Yukio Matsui, President of EMEA Operations, Astellas Pharma Europe commented, "The Astellas Way starts with Patient Focus. Our mission is to turn innovative science into patients' value. We are delighted to be able to share our activities and commitments to enhancing the health of communities across EMEA and globally through providing exclusive sponsorship for the CNN International 'My Hero' initiative."

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About Astellas

Astellas Pharma Inc., based in Tokyo, Japan, is a company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. We focus on Urology, Oncology, Immunology, Nephrology and Neuroscience as prioritized therapeutic areas while advancing new therapeutic areas and discovery research leveraging new technologies/modalities. We are also creating new value by combining internal capabilities and external expertise in the medical/healthcare business. Astellas is on the forefront of healthcare change to turn innovative science into value for patients. For more information, please visit our website at www.astellas.com/en.

About Astellas Pharma Europe Ltd.

Astellas Pharma Europe Ltd. operates in 40 countries across Europe, the Middle East and Africa, and is the EMEA regional business of Tokyo-based Astellas Pharma Inc (Astellas). Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceuticals. The organisation's focus is to deliver outstanding R&D and marketing to continue growing in the world pharmaceutical market. Astellas' presence in Europe also includes an R&D site and three manufacturing plants. The company employs over 4,700 people across the EMEA region.

About CNN International

CNN's portfolio of news and information services is available in seven different languages across all major TV, digital and mobile platforms reaching more than 425 million households around the globe. CNN International is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America and has a US presence which includes CNNgo. CNN Digital is a leading network for online news, mobile news and social media. CNN is at the forefront of digital innovation and continues to invest heavily in expanding its digital global footprint, with a suite of award-winning digital properties and a range of strategic content partnerships, commercialised through a strong data-driven understanding of audience behaviours. Over the years CNN has won multiple prestigious awards around the world for its journalism. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner, a Time Warner company.

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