

For Immediate Release

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### **Daiichi Sankyo Medical Representatives Improve Life-saving Knowledge and Skills**

Tokyo, Japan (March 31, 2014) - Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced that it has implemented a program in its Sales & Marketing Division in Japan, which is focused on its innovative pharmaceutical business, aimed at improving the life-saving knowledge and skills of the Division's employees through measures such as training on how to use an AED (automated external defibrillator).

All 2,715 employees in the Sales & Marketing Division, including all of its approximately 2,300 medical representatives (hereafter MRs), participated in the program, which took place between June 2013 and March 2014. Participants received instruction in life-saving from fire fighters and Japanese Red Cross representatives, acquiring certification at the end of their training.

Heart disease is the second biggest cause of death in Japan, and many related deaths occur suddenly outside hospitals. Consequently, one effective response measure to deal with such an occurrence is the application of cardiopulmonary resuscitation in a timely manner by persons nearby.

Daiichi Sankyo has a wide range of products in the Cardiovascular-Metabolics area (Hypertension, Hyperlipidemia, Thromboembolism, Ischemic heart disease, Heart failure, Arrhythmia, Diabetes mellitus, etc.). Daiichi Sankyo plays an important role in medical health through the provision of information to healthcare-related personnel via its MRs.

As a company engaged in the Cardiovascular-Metabolics area, Daiichi Sankyo is not only making contributions through the provision of innovative pharmaceutical products, but also by conducting initiatives to enhance each of its MR's awareness of life-saving activities related to heart disease by acquiring knowledge and skills regarding AEDs and other tools or techniques. By conducting programs like this one, Daiichi Sankyo aims to play an even larger role and become an even more trusted medical partner for patients and healthcare professionals in the future.