

For Immediate Release

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### **Daiichi Sankyo Receives First Prize in CSR Report Category of UCDA Award 2015**

**Tokyo, Japan (October 6, 2015)** – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced that its “Daiichi Sankyo Group Value Report” (Japanese edition) has received the first prize in the newly established CSR Report category of the Universal Communication Design Association’s<sup>\*1</sup> UCDA Award 2015<sup>\*2</sup>.

The main reasons for the Report winning the award were noted as:

- Its ability to explain a pharmaceutical company’s business model in simple and clear terms to the general public was highly evaluated by experts.
- A color scheme based around the corporate colors to realize a consistency of design.
- Varied and clear layout making it easy to read despite the large volume of information.

Daiichi Sankyo has been publishing its “Value Report” since 2013. The Report, which is aimed at promoting the Company’s core values, is an amalgamation of its “Annual Report,” which focuses on business strategy and financial data, and its “CSR Report,” which focuses on sustainable community initiatives.

Daiichi Sankyo positions the Value Report as a key communication tool targeted at a wide range of stakeholders, including shareholders, medical professionals and general consumers, to educate them about the Group’s corporate values as well as its continuing business growth. The report will continue to be developed as an accessible resource that clearly communicates the Company’s values.

\*1 The Universal Communication Design Association (UCDA) is a general incorporated association that conducts research to improve transmission efficiency in communicating information between businesses and organizations and consumers, with the aim to contribute to their mutual benefit.

\*2 The UCDA Award 2015 recognizes superior examples of communication design in a range of media issued to consumers by corporations and organizations through objective evaluation from a third-party perspective using criteria developed with knowhow of business persons, academics and consumers.

「第三者」による客観的な評価

