



AFRICA

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Special Feature

Daiichi Sankyo Joins the Effort to Support the UN Millennium Development Goals

Aiming to become a “Global Pharma Innovator,” the goal set out in the Daiichi Sankyo Group’s Vision for 2015, Daiichi Sankyo has established its Second Mid-term Business Management Plan, which covers the period from fiscal 2010 to fiscal 2012. Under the plan, the group is proactively implementing the Mid-term CSR Policy which specifies five goals. One of the goals is to broaden the opportunity of access to medical services including medicine, globally. In its efforts to contribute to the global community, Daiichi Sankyo believes that helping to achieve the United Nations Millennium Development Goals (MDGs) is the most suitable aspiration for the Group.



INDIA



Still a Long Way to Go to Achieve MDGs 4–6

The MDGs are a common framework created by integrating the UN Millennium Declaration adopted at the UN Millennium Summit held in September 2000 and international development goals adopted at major international conferences and summit meetings held during the 1990s. The eight goals, to be achieved by 2015, are:

- Goal 1: Eradicate extreme poverty and hunger
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality**
- Goal 5: Improve maternal health**
- Goal 6: Combat HIV/AIDS, malaria and other diseases**
- Goal 7: Ensure environmental sustainability
- Goal 8: Develop a global partnership for development

Key Performance Indicators (KPI) have been set for goals 1–6. Progress in achieving these goals is shown below. The international community has made little progress on goals 4–6 in particular.

● Goal 4: Reduce child mortality

The six main causes of child mortality—pneumonia, diarrhea, neonatal issues,*1 malaria, measles and HIV/AIDS—are largely preventable simply by improving basic medical services vaccinations and other available measures. Since 37% of infants die within one month of birth, improving maternal and child health would certainly help save the lives of many newborns.

● Goal 5: Improve maternal health

To significantly reduce the death rate of women in childbirth, it is vital that deliveries are attended by skilled health personnel, appropriate facilities are made available, and a medical facility referral system be prepared for cases with delivery complications. Moreover, pre-natal care is an effective way of ensuring the health of both the mother and the newborn. Appropriate family planning is equally important.

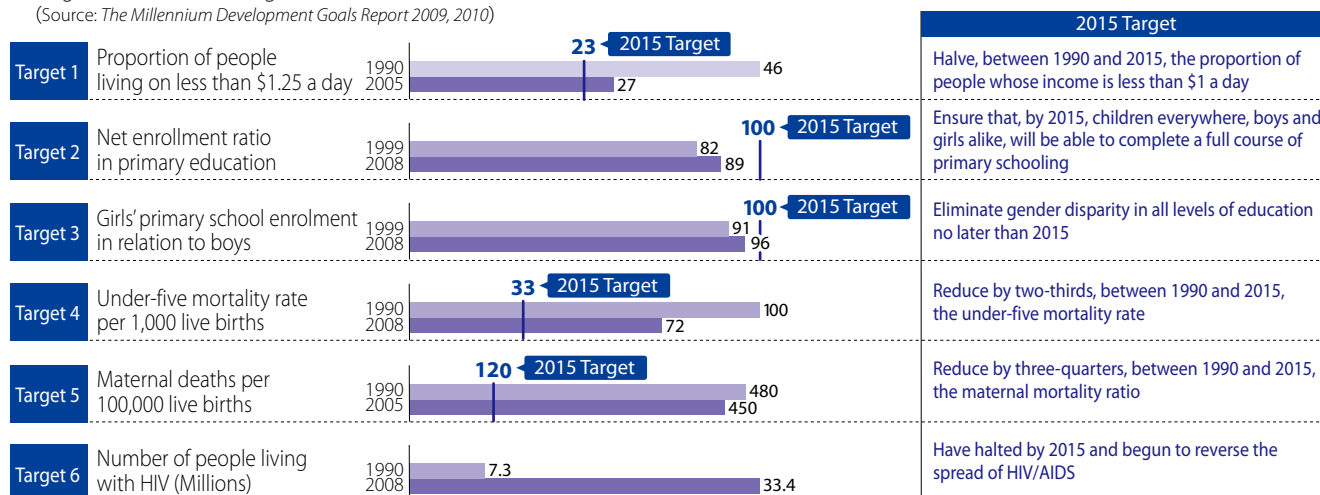
● Goal 6: Combat HIV/AIDS, malaria and other diseases

Improving programs to prevent diseases such as HIV/AIDS and malaria is leading to steady results in lessening the number of new patients infected, but the supply of the drugs needed to treat those infected is not keeping up with the demand.

MDGs 4–6 are all issues related to the medical profession, and as such, Daiichi Sankyo is determined to play a role in achieving these goals.

■ Progress towards 2015 targets

(Source: *The Millennium Development Goals Report 2009, 2010*)



The figures for targets 1 to 5 are data from developing regions.

Regarding target 6, the targets for HIV and malaria are qualitative and therefore not included in the graph.

*1 Neonatal issues are problems faced by infants less than one month old, such as premature birth, suffocation and sepsis which are mainly responsible for the high infant mortality rate.



Mobile Healthcare Vans Deliver Medical Care

Improving access to medical services is essential to achieving the Millennium Development Goals (MDGs). However, medical facilities tend to be concentrated in urban regions, so access to medical care is a major problem in countries where roads and railways are not well developed. In places like these, a mobile health clinic in a van can be a real blessing. It is easy to see how mobile healthcare field clinics can offer great potential for the future.

A mobile clinic van has medical equipment and supplies for basic medical care. Making the most of its mobility, it can provide greater access to medical and primary healthcare and save many lives in areas that are far from regular healthcare facilities.

The Daiichi Sankyo Group has introduced mobile clinic vans through the initiatives of Daiichi Sankyo Inc. of the United States and Ranbaxy Laboratories Limited of India and has achieved impressive results.



Activities in the state of Haryana, India

Despite experiencing rapid economic growth, India still faces various challenging social issues, including vast disparities in access to medical services depending on income level, social status, and region.

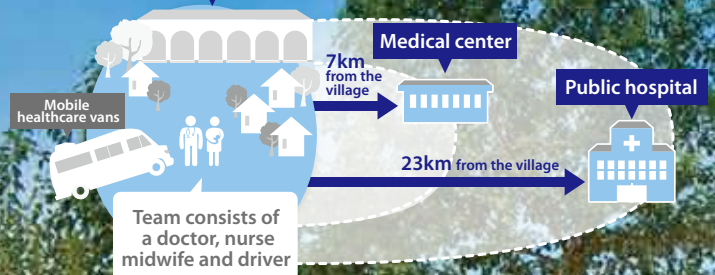
Ranbaxy, a Daiichi Sankyo Group company, started community healthcare activities to provide local medical services to people living in rural areas in the year 1979 under the banner "Ranbaxy Rural Development Trust" (RRDT). It was later rechristened as "Ranbaxy Community Health Care Society" (RCHS) in 1994. Currently, RCHS uses 16 mobile clinic vans to cover remote areas in India with a total population of over 550,000 to provide a range of medical services, primarily for pregnant woman and newborns.

In 2004, RCHS started the activities illustrated below in Aklimpur village in the state of Haryana.

Regularly visits different regions at a pace of about one visit every two weeks

Treats chronic diseases, provides medicine free of charge, visits critical patients, provides education on health and hygiene

Aklimpur village, 1,500 people/250 households





VOICE

We rely on the mobile clinics.

The hospital is a long way from our village. So the weekly visits of the mobile clinic have been really helpful. Now that we have a medical facility, we can receive care from a doctor that we trust and I've learned a lot about how to care for newborns, the importance of breastfeeding and proper nutrition. I am really grateful for the mobile clinic and only wish it could come every day. We will continue to rely on this great service.

A mother with a baby



VOICE

Every person we help is a delight.

I've been doing this for nine years. The RCHS vans provide easy access to medical services for anyone who needs them, regardless of income level or social status. Thanks to our van, these communities have access to an essential service.

The local mortality rate among pregnant women and newborns has declined significantly, which is a matter of both happiness and pride for me as a doctor. I hope that we can bring even more mobile healthcare field clinics, doctors and other associates, so that we can improve the health of as many people as possible. Every person counts.

Dr. Nisha Bhat

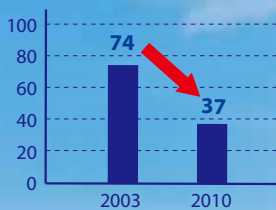


Activities at Urban Family Welfare Centre (Delhi)

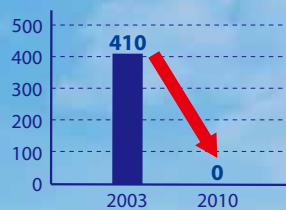
Ranbaxy operates the Urban Family Welfare Centre, established in 1990 in Delhi, with government support. The centre caters to 50,000 people, providing free health checkups, family planning services, vaccinations and educational activities primarily to women and children. The centre is managed by six dedicated staff, including one doctor and three nurses, and provides a wide range of medical services. During the operational period of the centre from 2002–2010, the contraceptive prevalence rate (CPR) in the served area improved from 55.5% (4,767 users out of 8,575 eligible couples) in 2000 to 82% (9,935 users out of 12,105 eligible couples) in 2010. The infant and maternal mortality rates were also reduced during this period. Due to impacts like these, the centre is seen as making a major contribution to the future of the community.



■ Infant mortality rate (per 1,000 live births) in Aklimpur village



■ Maternal mortality ratio per 100,000 live births in Aklimpur village



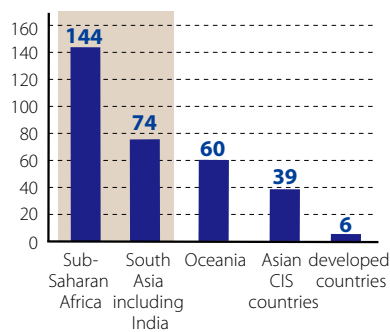


Global Social Contributions Undertaken by Daiichi Sankyo

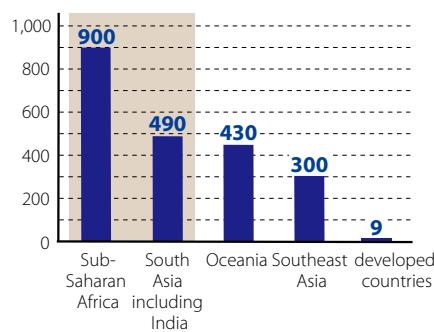
Daiichi Sankyo has a Mid-term CSR Policy and has set five specific goals in its Second Mid-term Business Management Plan. One of the goals is to broaden access to medical services, including medicine, globally. The Group has clearly declared its commitment as a "Global Pharma Innovator" to making social contributions worldwide as part of its CSR initiatives.

In pursuing these global contributions, Daiichi Sankyo believes that making the most of Ranbaxy's expertise and resources to implement mobile healthcare field clinics will ensure that the company will make a social contribution fully befitting its stature as a global leader in healthcare.

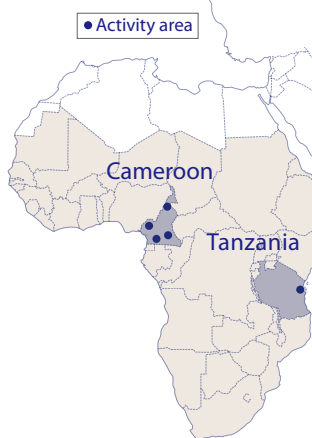
■ Under-five mortality rate per 1,000 births (2008)
Source: *The Millennium Development Goals Report 2010*



■ Maternal mortality ratio per 100,000 births (2005)
Source: *The Millennium Development Goals Report 2010*



"Sub-Saharan Africa" and "South Asia including India" are specified as regions in which social contribution activities are carried out.



Support in Cameroon and Tanzania

Daiichi Sankyo examined the situations of specific countries in Africa to identify those where progress on the MDGs was lagging and decided to focus its efforts on Cameroon and Tanzania where its group company Ranbaxy has business operations. The company will work in cooperation with non-governmental organizations to implement its initiatives there.



Photos by Plan Japan

- ▶ **Goals**
Goal 4: Reduce child mortality
Goal 5: Improve maternal health
- ▶ **Performance Indicators**
Percent of 1-year-old children immunized against measles
Percentage of pregnant women receiving pre-natal checkups
- ▶ **Targets (five-year)**
Vaccinations for 230,000 people
Pre-natal checkups for 144,000 people
- ▶ **Services**
Mobile healthcare field clinics
• Basic medical services, vaccinations, pre-natal checkups
• Provision of medical information, raising awareness
- ▶ **Period**
2011-2015
- ▶ **Partner**
International NGO Plan
(an international NGO with activities in 50 countries in Asia, Africa and Latin America)

VOICE

I want more people to be able to receive basic health services.

Daiichi Sankyo's proposal to provide mobile healthcare field clinics made it possible for services to be provided in places like Tanzania and Cameroon, where medical and health services do not reach distant regions. Since both of these countries have one of the world's highest infant and maternal mortality rates, local people have high hopes that this will enable effective medical services across the region, with smaller investment. I hope that the company's resources and our expertise can be smoothly integrated so that we can achieve significant and visible results over the next five years.



Katsuro Sato,
Director
NGO Plan Japan



Support for Madhya Pradesh, India

India accounts for about 20% of the world's under-five child deaths. The state of Madhya Pradesh has one of the poorest medical care facilities in India, with high infant mortality rates and inadequate maternal healthcare. For this reason, the Dewas district of Madhya Pradesh was chosen for these activities.

Ranbaxy manufactures pharmaceuticals in the district and the local residents have expressed a strong desire for more mobile clinic services. This led to the start of the new project. Three entities cooperate, with Daiichi Sankyo taking the overall lead, Ranbaxy coordinating with the government and hospitals and providing support, and RCHS executing and managing activities. Two new mobile healthcare vans are set to be added to the Dewas district to further reinforce and strengthen the medical services being provided in this area.

In May 2011, several project participants visited this district located in the central region of India. The staff met with district administrators, the public hospital's chief medical officer, head of a village and accredited social health activists (ASHAs) who support the health of local residents in a variety of ways. The participants gave their views on various local issues—including the difficulty of finding doctors to work in such a remote place, water problems and the lack of hospitals and other facilities. They also spoke of their high expectations for the project and assured their cooperation in every respect.





Dialogue

Significance of Daiichi Sankyo's Contributions to Help Achieve the MDGs in India

On June 1, 2011, project managers held a dialogue at India's Ranbaxy headquarters.

MC

The United Nations established the Millennium Development Goals (MDGs) as key global challenges. I hope that our dialogue today helps us gain a better understanding of the significance of Daiichi Sankyo's independent efforts in India to help achieve three of these MDGs: reducing child mortality, improving maternal health and combating HIV/AIDS, malaria and other diseases.

Manabe

As a pharmaceutical company, we are delighted to have the opportunity to contribute to the achievement of the three health-related MDGs in India. We enjoy the sense of challenge we feel when facing such a complex issue. Japan is a developed nation with adequate infrastructure to help its own citizens maintain their health. However, we have to face the difficult fact that there are many countries in which more than 8 of every 100 babies born do not live to their fifth birthday. India is currently one of these countries.

Making Social Contributions on a Global Scale



Sunao Manabe, DVM, PhD

Corporate Officer,
Head of Group HR Strategy and Head of Group CSR,
DAIICHI SANKYO CO., LTD.

Adige

Ranbaxy, a group company headquartered in India, set up Ranbaxy Community Healthcare Services (RCHS) in 1994 to meet its social responsibilities. RCHS has proactively contributed and achieved remarkable results primarily in Punjab state and around Delhi by using vans to deliver

healthcare, among other initiatives. However, India's population is over 1.2 billion, accounting for about one-sixth of the world's population, and its landmass is about nine times that of Japan. So there are limitations to what Ranbaxy can do on its own.

Jalali

India has one of the highest infant and maternal mortality rates in the world, and it has many problems involving access to medical care. As an Indian citizen, I have great expectations from Daiichi Sankyo since Ranbaxy, India's largest pharmaceutical company, became a member of the Daiichi Sankyo group.

Capitalizing on Our Strengths to Help Achieve MDGs

Rajinder Jalali MBBS, MD (Medicine)

Member of the Governing Council of RCHS and Vice President, Medical Affairs & Clinical Research and Head, Global Pharmacovigilance, Ranbaxy Laboratories Limited



Bakshi

Our project is unique because we do not simply hand out medicines but also focus on giving local residents a comprehensive education on medical care and health so that they can establish their own health systems in the region in future. I think that forming relationships with the government and local administrators is extremely important in this process.



Manabe

We hope to expand the reach of mobile healthcare field clinics in Madhya Pradesh, located in central India, with RCHS's cooperation. We plan to bring in two vans in November, aiming to help improve the health of 100,000 people living in 100 villages in the first fiscal year of this charitable endeavor.

MC

Tell us a little bit about Madhya Pradesh, where Daiichi Sankyo will be making its contribution.

Bakshi

Madhya Pradesh has an infant and maternal mortality rate that is high even for India and access to medical and healthcare facilities is also extremely difficult.

Working with RCHS, Ranbaxy has been carrying out healthcare activities in Punjab and its vicinity in northern India, but also looks to take action in other areas to redress regional disparities.



Focusing on Educating the Local Community

Ranbir Bakshi MBBS

Chief Medical Officer, RCHS

Adige

Ranbaxy has a pharmaceutical manufacturing plant in Madhya Pradesh Province. We think this is a region in which

Daiichi Sankyo can make a big difference since the local administrators have long hoped for mobile clinics, and we can fulfill our social responsibilities by giving back to the region around the plant.

Fulfilling Social Responsibilities by Giving Back to the Region around the Plant

Ramesh L. Adige

President, Corporate Affairs & Global Corporate Communications, Ranbaxy Laboratories Limited



Jalali

We want to see specific improvements in this vast country as a result of initiatives aimed at achieving the MDGs, with Daiichi Sankyo, Ranbaxy and RCHS all making the most of their strengths to help as many people as possible.

Manabe

We believe that Daiichi Sankyo has really set a precedent in Japan as a pharmaceutical company that is collaborating with pharmaceutical firms in emerging economies. Pharmaceutical companies' social contributions tend to be limited to initiatives in the country in which their headquarters are located, but we are working hard in India to gain recognition as Japan's first pharmaceutical company to play a clear role in giving back on a global scale. We are also moving forward with similar projects in Cameroon and Tanzania in Africa. We hope we can continue to work together.