



Eyeing Further

SANTEN PHARMACEUTICAL CO., LTD. Annual Report 2013
Year Ended March 31, 2013

Specialization

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NOTE CONCERNING GRAPHS

Graphs in this annual report are based on fiscal years ended March 31, if no note is specified.

NOTE CONCERNING DATA

Some information in this annual report is based on IMS data (JPM).
Source: ©2013 IMS Health
Santen analysis is based on IMS-JPM data from April 2008 to March 2013.
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CAUTION CONCERNING FORWARD-LOOKING STATEMENTS

This annual report contains forward-looking statements regarding the Company's plans, outlook, strategies and results for the future. All forward-looking statements are based on judgments derived from the information available to the Company at the time of publication. Certain risks and uncertainties could cause the Company's actual results to differ materially from any projections presented in this report. These risks and uncertainties include, but are not limited to, the economic circumstances surrounding the Company's businesses, competitive pressures, changes in related laws and regulations, status of product development programs and changes in exchange rates.



Santen's Values

Core Value

*Tenki ni sanyo suru*¹

We think carefully about what is essential,
decide clearly what we should do, and act quickly.

Mission Statement

By focusing our efforts on ophthalmology and related areas, we develop scientific knowledge and organizational capabilities which are unique and original to Santen. We use our unique capabilities to contribute to patients and their loved ones, and consequently to society.

1. Santen's original interpretation of a passage from chapter 22 of Zhongyong (The Doctrine of the Mean) by Confucius, meaning "exploring the secrets and mechanisms of nature in order to contribute to people's health."



1890

Santen's Values embody what the Company has continued to recognize as important since its foundation in 1890. Based on Santen's Values—the essence of which is "*tenki ni sanyo suru*"—we have put in place a virtuous cycle of creation and innovation while contributing to the protection and improvement of eyesight and health as a specialty company in the ophthalmic and anti-rheumatic fields. Building on the scientific knowledge and organizational capabilities that Santen has nurtured for over 120 years, the Company will continue to contribute to society, working primarily for the benefit of patients and their loved ones.

Santen's Strengths and Strategic Vision

Business Domains

We channel management resources into the specialized fields of ophthalmology and anti-rheumatics to create innovative drugs sought by the medical community and provide high-quality medical information based on market needs. In this way, we have enhanced Santen's market reputation.

➔ Further Information
P.12 Feature
P.24 Review of Operations

Prescription Ophthalmic Pharmaceuticals (Sales Composition)

83.1%

Position in Japanese Market

No.1

(Market Share 35.3%)¹

The number of ophthalmologists in Japan is currently around 13,000. Santen's approximately 400-strong medical representative (MR) workforce strives diligently to call on virtually every one of Japan's ophthalmologists to provide detailed pharmaceutical information.

Prescription Anti-Rheumatic Pharmaceuticals

8.3%

Position in Japanese Market
 Disease-Modifying Anti-Rheumatic Drugs²

No.2

(Market Share 39.7%)¹

Over-the-Counter Pharmaceuticals

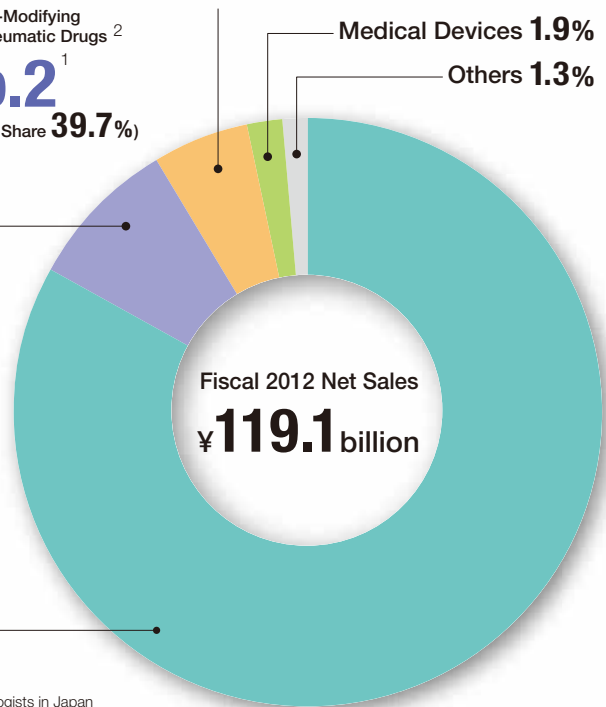
5.4%

Position in Japanese Market

No.2

(Market Share 19.1%)³

Medical Devices 1.9%
 Others 1.3%



2011

Fiscal 2011-2013 Medium-Term Management Plan

2013

Notes: 1. Market share and market position in Japan for the fiscal year ended March 31, 2013.

The share and position for anti-rheumatic pharmaceuticals represent those in the DMARDs segment.

Source: Santen analysis based on IMS-JPM data

2. A class of medicines that are used not only to alleviate symptoms but also to treat the causes of disease. The anti-rheumatic effect works by calming inflammation through the correction of immune abnormalities, which are considered a cause of RA.

3. Market share and market position in the Japanese OTC eye drop market for the fiscal year ended March 31, 2013. Source: Santen Pharmaceutical Co., Ltd.

Countries in
Which Products Are Sold

Over
50 countries



Annual Production Capacity of
Ophthalmic Solutions

Approx. **300** million bottles

Global Business Expansion

Santen maintains 13 bases spread across 10 countries, and its products are sold in over 50 countries worldwide. Santen produces around 300 million bottles⁴ of ophthalmic solutions each year at four plants—in Noto, Shiga, Suzhou (China) and Tampere (Finland). That makes us a world leader in the production of ophthalmic solutions.

4. On a 5 mL bottle conversion basis



Further Information

P. 30 Overseas Operations

Our Long-Term Strategic Vision for 2020

2020

A Specialized Pharmaceutical Company with a Global Presence

Strategic Vision

Santen has set forth the goal of becoming a specialized pharmaceutical company with a global presence as its long-term strategic vision for 2020. Santen is focusing its collective power to execute its Fiscal 2011–2013 Medium-Term Management Plan as the first step of its long-term strategic vision.



Further Information

P. 6 President and CEO's Message

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.