

# Press Release



## ASKA Pharmaceutical Holdings Promotes Femtech

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**TOKYO, July 12, 2022** - ASKA Pharmaceutical Holdings Co., Ltd. (Head Office: Minato-ku, Tokyo/ President, Representative Director: Takashi Yamaguchi, hereinafter referred to as “ASKA”), is pleased to announce its commitment to promote femtech for “Contribution to Women's Health”, one of its materiality.

Femtech is a term coined by combining the words “female” and “technology”, and refers to products and services that use technology to solve women's health issues. Femtech has been attracting growing attention in recent years, with the promotion of femtech being explicitly stated for the first time in government documents such as the Basic Policy in 2021.

ASKA has established an ESG Committee in April 2021 and identified 17 materialities from the perspective of its relevance to its business and social contribution. Among these, ASKA recognizes that “Contribution to Women's Health” is a distinctive materiality that can only be achieved by the Company. ASKA Pharmaceutical Co., Ltd., ASKA's core subsidiary, aims to be a leading company in the field of obstetrics and gynecology, and not only contributes to women's healthcare by providing information on pharmaceutical drugs, but also by disseminating information on women's health through the “Health Lab Mint+ for Women's Health”.

In the future, the entire group will work to promote femtech and provide women with options to solve their health issues and concerns. Specific initiatives related to femtech will be announced in press releases and other media as needed.

Based on its corporate philosophy “Contribute toward the improvement of people's health and progress in society through the development of innovative products”, ASKA has set the goal of “Become a Total Healthcare Company with a Strong Foundation as a Specialty Pharma Company” as its Medium-Term Management Plan 2025, with the greatest focus on the field of obstetrics and gynecology. The company group will work together to promote femtech to broadly support women's health and achieve wellbeing.

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