

Business Conditions



**Aiming to be No. 1
in our area of expertise**



ASKA Animal Health conducts its business based on the two pillars of veterinary pharmaceuticals and feed additives, in accordance with the corporate philosophy of “contributing to the creation of a society where people and animals can coexist by protecting animal health and food safety.” In FY2022, in addition to a rise in COVID-19 cases due to the emergence of the Omicron strain, other events continued to affect social and economic activities, including rising energy costs due to Russia’s invasion of Ukraine and soaring prices in international commodity markets. The above issues led to higher feed and material costs, directly impacting livestock, fisheries, and dairy industries in Japan. Furthermore, serious health-related livestock issues arose with sudden increases in the highly pathogenic avian influenza as well as classical swine fever, diseases that have been legally classified as highly contagious. To this end, as a company with a focus on veterinary pharmaceuticals, we must continue to work with relevant organizations to strengthen the livestock quarantine system. On the other hand, while we do expect

to see higher demand for healthcare in the business environment related to companion animals due to increased longevity and the prevalence of testing and diagnostics, there are also concerns that dog ownership in Japan may not be much growth. Going forward, as well as the need to develop and provide advanced veterinary care, there will be an even greater need to create a society in which people and animals coexist in harmony. Amid these changes in the operating environment, we will continue to fully utilize our valuable products and industry-leading human resources to develop as a company that protects the health of animals and all those involved, including producers, veterinary professionals, and owners. In particular, we will continue to develop activities in FY2023 that will further our progress toward becoming number one in our area of expertise.

Fumiyoichi Yamaguchi

President, Representative Director
ASKA Animal Health

Main Products



Veterinary pharmaceuticals (PA)¹
PRID DELTA



Animal feed additives
L-isoleucine “ASKA”



Veterinary pharmaceuticals (CA)²
TRILOSTANE TABLETS “ASKA”

1. PA: Production animal
2. CA: Companion animal

Strengths and Strategies

ASKA Animal Health is carrying out a range of strategies for contributing to animal health with a focus on veterinary pharmaceuticals such as PRID DELTA TRILOSTANE TABLETS “ASKA,” and animal feed additives L-isoleucine “ASKA.”

PRID DELTA → Strength: Enables injection-free wave control during the estrus cycle of cows

PRID DELTA is an intravaginal progesterone agent that, in combination with estradiol benzoate, synchronizes the estrous cycles of cows. When inserted into the bovine vaginal tract, this agent causes the blood estradiol concentration to rise and then fall quickly, continuing to maintain a high level of progesterone concentration in blood. After the agent dissipates, progesterone levels rapidly decrease, which induces estrus. The 12-day vaginal implantation of this agent in cattle allows for injection-free wave control. This reduces the workload and costs for farmers, who face increasingly tough conditions amid factors such as the rising cost of feed. It also lessens the physical burden on cows. We are also carrying out activities through regular lectures and product webinars with the aim of educating veterinarians and farmers.

L-isoleucine “ASKA” → Strength: Raises the sales volume of amino acids

L-isoleucine is an essential amino acid, and along with L-valine and L-leucine, it is also referred to as a branched-chain amino acid. It is often the case that feed for lactating pigs is deficient in this amino acid. Supplementation with other amino acids can improve reproductive performance, promoting the growth of piglets. This is especially true of first primiparous sows and multiparous breeds with large numbers of suckling piglets. We are working to promote penetration of this product in the market with the aim of increasing our overall sales volume of amino acids.

TRILOSTANE TABLETS “ASKA” → Strength: A veterinary pharmaceutical that is gentle on dogs, providing peace of mind for humans

By inhibiting 3β-hydroxysteroid dehydrogenase, one of the enzymes involved in the biosynthesis of adrenal corticosteroid hormones, this tablet suppresses the synthesis of adrenal corticosteroid hormones in vivo, which improves various symptoms associated with hyperadrenocorticism (Cushing’s syndrome). This new generic drug comes in three dosages, and as a small tablet that is easy to swallow for small dogs, which are popular in Japan. A film coating is applied to prevent veterinarians, veterinary nurses, and owners from absorbing the main ingredients through the skin or through inhalation. This safety feature is particularly important for women. Through collaboration both internally and externally, we are working proactively to raise awareness of this agent in the veterinary field.

TOPICS Initiatives in the Areas of Livestock, Fisheries and Companion Animals

As part of our efforts in the areas of livestock and fisheries, we are carrying out various measures centered around our key product PRID DELTA with the aim of expanding our share in the breeding hormone preparation market. In March 2023, we held our PRID DELTA Webinar for the fourth time, receiving over 350 applications. We will continue holding webinars among other activities to provide information to our customers.

In the animal feed additives business, in addition to L-methionine, which is currently a leading driver of sales, we will work to increase amino acid sales by further promoting L-isoleucine, which was designated as a new animal feed additive by the Ministry of Agriculture, Forestry and Fisheries in FY2022. In the companion animal market, we will hold in-house training sessions that feature KOLs,* prepare informative materials, and further strengthen collaborations with other companies.

By doing this, we will further expand the market for new products, delivering product value broadly to the veterinary medical field. Although we have not disclosed our future development pipeline, we will continue using our accumulated strengths to expand our lineup of useful products, which support the health of animals.

* Key Opinion Leader (KOL): Doctors and professionals who have expertise and influence in the industry



The exhibit at the 14th West Japan Veterinary Forum (WJVF)