

# Social Capital Strategy

## Social Capital: Overview and Plans for Strengthening

The ASKA Pharmaceutical Holdings Group is building relationships of trust with society through the dissemination of pharmaceutical information centered on reliability assurance and provision of information on proper use. Additionally, in the field of women's health we are focusing on improving menstrual symptoms in areas such as uterine fibroids, endometriosis, and dysmenorrhea. Due to an increase in the number of menstrual cycles over a woman's lifetime and the trend toward later marriage and childbirth (due to women's advancement in the workforce), many women in Japan are unable to perform at their best, resulting in annual economic losses of an estimated ¥461.7

billion. As a leading company in the Ob/Gyn field, we help reduce such losses by ¥81.3 billion annually through the provision of pharmaceutical products that address issues in the areas of prevention and testing, diagnosis and treatment, and prognosis, and by disseminating information through services such as Health Lab Mint+ for Women's health, thereby helping to resolve social issues and develop a sound society. We are further reflecting the expectations of society by promoting respect for human rights and supply chain management, and engaging in fair and sustainable transactions based on our procurement guidelines.


▶ See pages 5-10 for details

## Reliability Assurance Initiatives

We are now living in the era of the 100-year lifespan, and more than 70% of households are dual income. The social environment in which we live is constantly changing, with work styles and life plans growing increasingly diverse. Health is vital if people are to maintain a fulfilling social life throughout the various stages of their lives, including pregnancy and childbirth, childcare, schooling, nursing care, and old age.

The mission of a pharmaceutical company is to develop and maintain a stable supply of pharmaceuticals in order to contribute to "health" as a foundation for all people to live fulfilling lives. This constitutes a major social responsibility.

As a specialty pharma company with a focus on internal medicine, Ob/Gyn, and urology, ASKA Pharmaceutical contributes to improving people's health and quality of life, while also continuously ensuring that our pharmaceuticals are properly manufactured, meet reliable quality standards, and are appropriately used. Even in a world in which AI has become mainstream, human emotions remain the foundation for making society better. At ASKA Pharmaceutical, each and every employee approaches their work with a sense of personal pride.



**Maiko Mori**  
Member of the Board of Directors, Executive Corporate Officer  
Quality & Safety Assurance Division Director  
ASKA Pharmaceutical Co., Ltd.

## Basic Principles

The Quality & Safety Assurance Division is responsible for ensuring compliance with the Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices, as well as the Good Quality Practice (GQP) Ordinance and the Good Vigilance Practice (GVP) Ordinance, ensuring the quality and safety of our pharmaceutical products and supporting a stable supply. We fulfill our

responsibilities based on high ethical standards and a sense of mission so that medical professionals and patients can use our pharmaceuticals with peace of mind. Our basic policy is to ensure that our pharmaceuticals are manufactured correctly, and to provide information on the proper use of our pharmaceuticals, and as such, contribute to medical care.

## FY2024 Initiatives

The amount of information processed in reliability assurance work is huge, and much time and effort are required to evaluate and analyze this information. However, many tasks can be standardized and automated through reviewing procedures and formats with guidance based on the many applicable laws and regulations, such as the Pharmaceuticals and Medical Devices Act. This has created more opportunities for utilizing AI, robotic process automation (RPA), and other digital tools.

The Quality & Safety Assurance Division is transitioning toward AI-based operations by trialing the use of AI to


analyze side effects, introducing RPA in quality assurance work, and strengthening the functions of drug consultation chatbots. To this end, we are actively supporting division members in creating career paths, improving their IT skills and literacy, and adapting to business transformation, as well as undertaking a variety of initiatives to enable people and AI to coexist and to ensure the quality, safety, and efficacy of pharmaceuticals in a more effective manner.

## Pharmaceutical Information Provision Activities

The Sales Division is responsible for all of Japan (six regional departments), employing approximately 180 medical representatives (MRs). It provides information to the physicians and pharmacists who are at the frontlines of medical care to ensure that ASKA Pharmaceutical products are used properly. In addition, the company's Head Office supports the activities of MRs by providing marketing strategies for each product and MR support information systems. At a time when reforms to physicians' work styles and physicians' changing needs have made it increasingly difficult to gain access to medical settings, the Sales Division is making every effort to provide appropriate product information based on a three-pronged approach that effectively fuses digital and real-world activities.

Another important issue is human resource development, which is the key to organizational strength. In the belief that the Sales Division is effectively a talent pool for ASKA Pharmaceutical, we seek to foster human resources who can parlay their abilities into areas other than sales by putting them through a rich curriculum that stretches from upskilling for each level, starting with newly hired MRs, to leadership training not only for management positions but also for the next generation of leaders.

The Sales Division remains committed to building a sales force that can meet increasingly diversified medical needs through "One Step Beyond" efforts.



**Yutaka Kaihori**  
Member of the Board of Directors, Executive Corporate Officer  
Sales Division Director  
ASKA Pharmaceutical Co., Ltd.

## Basic Principles

ASKA Pharmaceutical achieved No.1 sales position in the Ob/Gyn field. Our MRs approach the job of providing information on Ob/Gyn products such as RELUMINA and Slinda in order to improve women's health and work-life balance with great pride and enthusiasm. We also think that ASKA MRs are uniquely positioned to raise awareness of the

importance of diagnosing and treating hepatic encephalopathy through their marketing of RIFXIMA. By providing doctors and other medical professionals with information on these and other high-value-added ASKA Pharmaceutical products in a timely and effective manner, ASKA MRs are helping to improve the QOL of patients and their families.

## FY2024 Initiatives

Japan implemented work style reforms for physicians in FY2024. According to market research, physicians still consider MRs to be their most important source of information, but they are becoming more selective about the MRs they see, and there is a growing need for information provision via digital tools. We drew on these findings to

further improve the quality of MR to doctor interviews, doctor to doctor online seminars, and HQ to doctor support. In so doing, the Sales Division greatly increased sales of key products such as RELUMINA and RIFXIMA, achieving this success for the 10th year running.

## Initiatives Supporting the Community

### Initiative 1: Support for women's health and the next generation

The Group is engaged in a range of activities supporting women's health and the development of the next generation. Among them, the website Health Lab Mint+ for Women's health provides accurate information on the hormonal changes, physical changes, and diseases and conditions that affect women at each life stage.

We participated in Shonan iPark Festival 2025, held at Shonan Health Innovation Park (Shonan iPark) in May 2025, where we introduced Mint+ initiatives to the local community. We have also provided health information on adolescence, pregnancy, childbirth, and infancy through our owned media, contributing to the development of the next generation through health education.



Participated in Shonan iPark Festival 2025

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Initiative 2: Regional revitalization activities, disaster prevention, and cultural support

The Group values coexistence with the communities surrounding its business sites and to that end undertakes community revitalization activities. In the area surrounding our Head Office in Minato Ward, Tokyo, we work to build relationships of trust with the local community by engaging in activities such as regular cleanup campaigns, supporting NPOs, and cooperating with local events (such as the Shibaura 2-chome Shopping District Summer Bon Odori Festival). In Iwaki City, Fukushima Prefecture, where our factory is located, we contribute to revitalization of local culture by participating in the Iwaki Odori (a summer dance festival). We also foster spiritual enrichment through cultural and artistic activities such as the Christmas concert we hold in the hall at our Head Office.

In terms of disaster prevention activities, we participate in Disaster Prevention Liaison Committee meetings in Minato Ward and in disaster prevention awareness seminars for the district. We have also developed a BCP (business continuity plan) and hold periodic evacuation drills in addition to offering lessons in the use of an AED (automated external defibrillator).

In supporting local sports, we serve as a support partner for Iwaki FC. We also contribute to development of the local economy and society through local job creation and procurement. These initiatives enhance the safety, security, culture, and health of the local community, and support the sustainable coexistence of the company and community.



Iwaki Odori 2025

Initiative 3: Environmental conservation and beautification initiatives

Founded in 2008 by employee volunteers, the volunteer club Margaret has carried out a variety of activities, primarily in Minato Ward, Tokyo, where our offices are located. In recognition of these efforts, we received the 1st Corporate Volunteer Award from the Tokyo Voluntary Action Center in March 2016. Activities include spring and autumn cleanup efforts around the Head Office and support for local NPOs in Minato Ward (collecting and donating milk cartons), with initiatives tailored to community needs.

Through the many volunteer activities, participating employees also develop communication skills, teamwork, proactiveness, and leadership.



Volunteer cleanup activities

Respecting Human Rights

Basic Principles

The Group recognizes that in order to help realize a sustainable society, it has a responsibility to respect the human rights of all individuals affected by its business activities. To that end, we pledge to respect human rights based on the Guiding Principles on Business and Human Rights adopted by the United Nations Human Rights Council in June 2011. In order to fulfill our responsibilities to all stakeholders, the Group supports and respects the international norms and standards listed on the right. We also comply with the UK Modern Slavery Act and the Australian Modern Slavery Act, and are taking appropriate actions.

- International Bill of Human Rights (set of United Nations documents comprising the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights and the International Covenant on Civil and Political Rights)
- ILO Declaration on Fundamental Principles and Rights at Work (ILO fundamental conventions (core labor standards))
- Conventions pertaining to the human rights of workers including wages and working hours
- OECD Guidelines for Multinational Enterprises
- United Nations Declaration on the Rights of Indigenous Peoples
- Ten Principles of the United Nations Global Compact
- Declaration of Helsinki (set of ethical principles regarding human experimentation)
- Children’s Rights and Business Principles

Human Rights Due Diligence

The Group recognizes its responsibility to respect the human rights of all people affected by its business activities, and as such implements human rights due diligence measures. Guided by our Human Rights Policy, we seek to raise awareness through education and training for officers and employees, and to eliminate risks such as forced labor and human trafficking through provisions in supplier contracts and regular monitoring and dialogue. We have also established a

contact point for inquiries from outside the Company and an internal whistleblowing system to enable early detection and correction of human rights violations. In this manner, we aim for highly transparent corporate activities that comply with domestic and international human rights laws and regulations and international guidelines, thereby creating a company and society free of all forms of discrimination.

FY2024 Initiatives

In FY2024, we undertook training for all employees on the importance of respect for human rights and compliance. In this training, which sought to raise employee awareness and instill a culture of respect for human rights, employees learned principally how to prevent workplace discrimination and harassment and create a workplace in which all employees can demonstrate their abilities while protecting the dignity of others.

We conduct this training on an annual basis with a view to deepening awareness and understanding among all employees.

Number of Training Sessions on Human Rights and Compliance

FY2023	FY2024	1H FY2025
9	7	4

Supply Chain Management

The Group is committed to fair and transparent transactions across all of its business activities and to the creation of a sustainable supply chain built on relationships of trust with partner companies. We select business partners based on a comprehensive evaluation encompassing not only the quality and stable supply of their products and services, but also legal compliance, environmental consideration, respect for human rights, and animal welfare. Under the leadership of the ESG Committee, we manage supply chain risks and take corrective action through the Promotion Managers Committee and on-site improvement activities. We are also working to

strengthen our production system and to maintain a stable supply chain by such means as monitoring and managing raw material inventories and diversifying risk through the use of multiple suppliers. Furthermore, we advocate green procurement and responsible mineral procurement, and to that end we continue to engage in procurement activities that fulfill our environmental and social responsibilities. Even in animal testing and R&D, we adhere to laws and regulations as well as ethical standards based on the 3R principles, doing business in such a way as to uphold the welfare of humans and animals alike.

Sustainable Procurement Guidelines

The Group’s business is supported by and built upon strong relationships with many important, valuable business partners. To maintain and improve quality and ensure stable supply of our products and services, we aim to achieve mutual growth by further strengthening the trust we share with our partners. In FY2021, the Group signed the United Nations Global Compact and supports its ten principles concerning the protection of human rights, the elimination of unfair labor practices, environmental responsibility, and anti-corruption. Guided by our own corporate philosophy, “Contribute toward the improvement of people’s health and progress in society through the development of innovative

products,” we promote sustainable procurement by incorporating the ten principles of the Global Compact into our daily operations.

Sustainable Procurement Guidelines

1. Fair and impartial transactions
2. Compliance with laws and social norms
3. Mutual understanding and trust
4. Environmental consideration
5. Respect for human rights
6. Animal welfare

Green Procurement

Based on our corporate philosophy, we aim to realize a sustainable society by promoting sustainable management as one of our key policies. As part of our efforts to achieve this goal, we are committed to green procurement, which prioritizes the procurement and purchase of environmentally friendly raw materials and other necessary resources.

Actual Examples of Green Procurement

- Paper (copy paper, toilet paper, etc.)
- Stationery (ballpoint pens, clear folders, etc.)
- Office furniture (chairs, desks, shelves, etc.)
- Imaging equipment (displays, projectors, etc.)
- Electronic calculating machines (personal computers)
- Office equipment (color MFPs, shredders, etc.)
- Lighting (LED light fixtures, bulb-shaped lamps, etc.)