

## Taiho Oncology Announces Support of Awareness and Research Initiatives to Mark Colorectal Cancer Awareness Month

PRINCETON, N.J., March 8, 2018 – Taiho Oncology, Inc. today announced its support of several initiatives to raise awareness of colorectal cancer in partnership with leading advocacy groups, Colorectal Cancer Alliance and Fight Colorectal Cancer. Colorectal cancer is the second and third leading cause of cancer-related deaths among men and women, respectively.<sup>1</sup>

“A diagnosis of colorectal cancer can be devastating to patients and their loved ones,” said Timothy Whitten, President and incoming Chief Executive Officer of Taiho Oncology, Inc. “We are committed to partnering with these dedicated advocacy organizations to help make a difference in people’s lives and advance colorectal cancer care and treatment. Our patient assistance programs and dedication to ongoing innovation, which includes reinvesting more than 25 percent of our annual net sales into research and development, also exemplify this commitment.”

Helping to kick off Colorectal Cancer Awareness Month, Taiho is sponsoring Fight Colorectal Cancer’s One Million Strong campaign, which included a bell-ringing ceremony with NASDAQ on February 28. Additionally, a panel discussion, highlighting the importance of prevention and early detection of colorectal cancer, will be streamed live on Facebook and Twitter. More information is available at <https://fightcolorectalcaner.org/events/nasdaq-opening-bell-launching-2018-one-million-strong/>.

“Together, Fight Colorectal Cancer and Taiho Oncology are supporting the more than one million survivors in the United States and their loved ones in this movement to raise awareness of colorectal cancer as a treatable and, importantly, preventable disease,” said Anjee Davis, President of Fight Colorectal Cancer. “We’re united by the power of connecting and sharing compelling stories of survival, and are thankful to have Taiho’s support for this important program.”

Taiho will also be a national sponsor of the Colorectal Cancer Alliance’s multi-city [Undy Walk/Run](#) event series for the fourth year. Undy Walk/Runs support colorectal cancer patients, and focus attention on the need for prevention and research. Taiho will also play an active role in the Philadelphia Undy Run/Walk, with the company looking to expand on last year’s team of more than 60 Taiho employees and family members – the largest team at the 2017 Run/Walk – participating on behalf of the company.

“Having the consistent support of an organization like Taiho Oncology has been critical to the success of our initiatives,” said Michael Sapienza, Chief Executive Officer of Colorectal Cancer Alliance. “We are grateful for their partnership and, together, we aim to reduce the incidence and impact of colorectal cancer and, ultimately, achieve our mission of ending the disease in our lifetime.”

In addition, this year Taiho plans to host its fourth annual colorectal cancer patient and caregiver advisory board meeting with the goal of enabling patients, caregivers and advocates to discuss the challenges of living with this disease and, ultimately, help guide Taiho's approach to therapy, research and supportive care services.

"Our partnerships in the advocacy community are incredibly important to us because we know that a unified approach is needed to truly have a meaningful impact in the lives of patients," said Kimberly Hart, Associate Director of Patient Alliances, Taiho Oncology, Inc. "We value and recognize the efforts of the groups working to educate and drive progress in colorectal cancer treatment and prevention, and are dedicated to supporting their efforts."

### **About Colorectal Cancer**

Colorectal cancer is the third most common type of cancer, excluding skin cancers, in the United States, with an estimated 135,430 new patients diagnosed in 2017.<sup>1</sup> It is the second and third leading cause of cancer-related deaths among men and women, respectively.<sup>1</sup>

Colorectal cancers that have spread to other parts of the body are often harder to treat and tend to have a poorer outlook.<sup>2</sup> Metastatic, or stage IV, colon and rectal cancers, have a five-year relative survival rate of about 11 and 12 percent, respectively.<sup>2</sup> Still, there are often many treatment options available for people with this stage of cancer.<sup>2</sup> Further, treatments have improved over the last few decades.<sup>1</sup> As a result, there are now more than one million survivors of colorectal cancer in the United States.<sup>1</sup>

### **About Taiho Oncology, Inc. (U.S.)**

Taiho Oncology, Inc., a subsidiary of Taiho Pharmaceutical Co., Ltd. and Otsuka Holdings Co., Ltd., has established a world class clinical development organization that works urgently to develop innovative cancer treatments and with a strong commercial business in the U.S. dedicated to bringing the company's approved medical innovations to patients. Taiho has an oral oncology pipeline consisting of both novel antimetabolic agents and selectively targeted agents. Advanced technology, dedicated researchers, and state of the art facilities are helping us to define the way the world treats cancer. It's our work; it's our passion; it's our legacy.

For more information about Taiho Oncology, please visit:

<https://www.taihooncology.com>.

### **About Taiho Pharmaceutical Co., Ltd. (Japan)**

Taiho Pharmaceutical, a subsidiary of Otsuka Holdings Co., Ltd., is an R&D-driven specialty pharma focusing on the three fields of oncology, allergy and immunology, and urology. Its corporate philosophy takes the form of a pledge: "We strive to improve human health and contribute to a society enriched by smiles." In the field of oncology, in particular, Taiho Pharmaceutical is known as a leading company in Japan for developing innovative medicines for the treatment of cancer, a reputation that is rapidly expanding through their extensive global R&D efforts. In areas other than oncology, as

well, the company creates and markets quality products that effectively treat medical conditions and can help improve people's quality of life. Always putting customers first, Taiho Pharmaceutical also aims to offer consumer healthcare products that support people's efforts to lead fulfilling and rewarding lives.

For more information about Taiho Pharmaceutical, please visit:  
<https://www.taiho.co.jp/en/>.

### **About Otsuka Holdings Co., Ltd. (Japan)**

The Otsuka group of companies is a total-healthcare enterprise that aims to contribute to the health of people around world under the corporate philosophy, “Otsuka-people creating new products for better health worldwide.”

Healthcare is broadly and holistically addressed through the two main pillars – the pharmaceutical business for the diagnosis and treatment of diseases and the nutraceutical\* business to support the maintenance and promotion of everyday health. Our 46,000<sup>†</sup> employees across 183 companies in 28 countries and regions take on challenges across various fields and themes to help fulfill the universal wish of people to be healthy. Our pursuit of these challenges is motivated by the Otsuka’s corporate culture, articulated as “Ryukan-godo” (by sweat we recognize the way), “Jissho” (actualization) and “Sozosei” (creativity), and fostered by successive generations of Otsuka leaders. By striving to provide unique products and services, we seek to achieve sustainable growth and be an indispensable contributor to the world.

For more information, please visit the company's website at  
<https://www.otsuka.com/en/>.

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<sup>1</sup> American Cancer Society; What are the key statistics about colorectal cancer?  
<http://www.cancer.org/cancer/colonandrectumcancer/detailedguide/colorectal-cancer-key-statistics>. Accessed December 2017.

<sup>2</sup> American Cancer Society; What Are the Survival Rates for Colorectal Cancer, by Stage?  
<https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/survival-rates.html>. Accessed December 2017.

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\* Nutraceuticals: nutrition + pharmaceuticals

<sup>†</sup> As of end of December 2017