

Taiho Oncology Supports Advocacy Efforts During National Colorectal Cancer Awareness Month

PRINCETON, N.J., March 2, 2020 – Taiho Oncology, Inc., announced today the support and sponsorship of vital awareness, research and patient access initiatives from leading colorectal cancer advocacy organizations, including Colorectal Cancer Alliance, Fight Colorectal Cancer and PALTOWN’s COLONTOWN®, during National Colorectal Cancer Awareness Month in March. Now in the 20th year, National Colorectal Cancer Awareness Month aims to improve the lives of colorectal cancer patients, survivors and their caregivers across the United States (U.S.).

Colorectal cancer (CRC) is the third most commonly diagnosed cancer in the U.S., with an estimated 147,950 new cases and 53,200 deaths expected in 2020.¹

“At Taiho Oncology, we recognize that many colorectal cancer patients and their families lack access to the information and resources they need to combat this devastating and debilitating disease,” said Timothy Whitten, President and Chief Executive Officer, Taiho Oncology, Inc. “Advocacy organizations provide life-saving programming, information and research, and we are proud to support their efforts toward moving us one step closer to our joint goal of finding a cure.”

Taiho Oncology is honored to support colorectal cancer patient advocacy organizations in a variety of initiatives and activities including:

- **Colorectal Cancer Alliance:** National sponsor, for the sixth consecutive year, of the Undy RunWalk event series, raising funds for awareness, research and prevention of colorectal cancer.
- **PALTOWN:** Sponsor of COLONTOWN® National Empowering Patient Leaders WorkshopsSM, which provide education and training for current and aspiring COLONTOWN community leaders to help them welcome new members, foster connections in the colorectal cancer community and learn best practices in community management.
- **Fight Colorectal Cancer:** National sponsor of Climb for a Cure, which brings together survivors, caregivers and advocates to take action against colorectal cancer, encourage screening and empower the community to make informed healthcare decisions.

“These advocacy organizations enable access to critically important information around screening and early detection of colorectal cancer,” said Kimberly Hart, Director of Patient Alliances, Taiho Oncology, Inc. “We are proud to support their efforts in raising awareness of the dangers of this disease and providing life-saving resources on behalf of the colorectal cancer community.”

Throughout March, Taiho Oncology will also encourage employee engagement with a range of internal initiatives including distribution of educational patient and caregiver brochures on behalf of Colorectal Cancer Alliance, Fight Colorectal Cancer and the Raymond Foundation to underscore symptoms of the disease and reinforce the importance of early detection. On March 2, 2020, Taiho Oncology will also encourage employees to take part in the Colorectal Cancer Alliance's Colorectal Cancer Patient and Caregiver Caring Cards Day, providing a unique opportunity for employees to create inspirational cards for those navigating a diagnosis or treatment.

About Metastatic Colorectal Cancer

Colorectal cancer is the third most commonly diagnosed cancer in the U.S.¹ In 2020, there will be an estimated 147,950 new cases and 53,200 deaths in the U.S.¹ Approximately 21 percent of U.S. patients with colorectal cancer are diagnosed at the metastasized stage.¹ Metastatic colorectal cancer (mCRC) is associated with poor prognosis with a five-year survival rate of approximately 14 percent.¹

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 has built a commercial business in the U.S. 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/us/>

For more information about Taiho Pharmaceutical Co., Ltd., please visit:

<https://www.taiho.co.jp/en/>

For more information about Otsuka Holdings Co., Ltd., please visit:

<https://www.otsuka.com/en/>

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¹ Siegel, R. L., Miller, K. D., & Jemal, A. (2020). Cancer statistics, 2020. *CA: A Cancer Journal for Clinicians*, 70(1), 7–30. doi: 10.3322/caac.21590.