

Tsumura's Challenge



Corporate Purpose

Lively Living for Everyone

The Tsumura Group is committed to contributing to the healthy lives of individuals throughout their life stages by bringing together nature's wisdom and science.

The Tsumura Group is an R&D-oriented pharmaceutical company that aims to realize a society of healthy longevity through pharmaceuticals, products, and services derived from natural substances. In fiscal 2022, we articulated our Corporate Purpose, "Lively Living for Everyone," as the Business Commitment we aim to ultimately achieve.

As a leading company in prescription Kampo formulations, we will boldly take on new challenges and strive to expand the areas in which we create value. To make a more significant contribution to resolving issues faced by patients and medical institutions, we are promoting a multifaceted approach that includes striving to realize optimal treatment for each individual through the fusion of Kampo medicine and Western medicine, establishing decision criteria to enable visualization and early treatment of pre-symptomatic diseases, and health

maintenance and promotion through the implementation of healthcare based on diet and exercise. These areas of value creation targeted by the Group include difficult themes that cannot be achieved by simply continuing along the same path. However, we feel a strong response from medical professionals in our daily conversations with them about the efficacy and future potential of Kampo medicines. Furthermore, through collaboration with partners in Japan and overseas, we are accelerating our initiatives to extend the possibilities of Kampo and traditional Chinese medicines globally.

We will evolve our business gradually and systematically, to realize a future in which individuals and society enjoy mental and physical well-being, and where individuals and society are in "Cho-WA" (a well-balanced state).

Areas of Value Creation

Three Preventive Measures for Pre-Symptomatic Diseases

Treatment

Kampo medicine is a holistic form of medicine that is based on the view that the mind and body are one.

We harness the advantages of both Kampo medicine and Western medicine to deliver optimal treatments for each individual.

Pre-symptomatic treatment (prevention of pre-symptomatic diseases)

We identify pre-symptomatic disease from minor changes in physical condition and subjective symptoms, and prevent the development of disease.

Prevention of aggravation (prevention of disease progression)

When disease occurs, we prevent it from becoming serious by early identification, progress prediction, and swift, appropriate treatment.

Prevention of relapses (post-healing care)

We improve prognosis and QOL for disease treatment, and prevent relapses to enable rehabilitation.

Healthcare (prevention)

By correcting factors such as nutrition (diet), exercise, sleep, and stress level, we increase the body's innate natural healing power, and promote health.



Realization of a Society Where Each Individual Is Able to Receive the Most Appropriate Treatment

To promote the standardization of Kampo treatments, Tsumura gathers evidence to obtain write-ups in treatment guidelines, and aims to increase the number of physicians in each treatment area who write prescriptions based on Kampo medicine. We aim to realize a society where every patient can receive optimal treatments that harness the advantages of both Kampo medicine and Western medicine.

Scientifically Defining Pre-symptomatic Diseases and Contributing with Kampo Medicine

Kampo medicine focuses not only on diseases, but also on improvement of pre-symptomatic diseases. It is therefore important to scientifically define pre-symptomatic diseases, and to build evidence for treatment with Kampo medicines. Tsumura is working to scientifically define pre-symptomatic diseases and to establish treatments through the development of diagnostic technologies using biomarkers and research into the effectiveness of Kampo medicines.

Drawing out Natural Healing Power through Healthcare to Build a Lively Society

To realize a sustainable society of healthy longevity, it is important for each individual to acquire and practice healthy habits that they can continue sustainably without overexertion. Regulating lifestyle habits regarding diet, exercise, sleep, and stress management enhances people's innate natural healing power. By supporting individual health through healthcare, we aim to build a lively society.



We Believe That Being Mindful of How Business Should Benefit Society and Continuing to Pursue the Future of Healthcare Will Result in Increasing Corporate Value

The aim of the first president, Jusha Tsumura, was to create a meaningful business that contributes to the good of society. While working to promote Chujoto, a medicine for women launched in 1893, Jusha sought to create a lively and enriched society by helping everyone maintain a well-balanced state of mind and body. The Tsumura Group continues striving to fulfill this purpose, looking ahead 50 to 100 years into the future.

Our endeavor cannot succeed without the sympathy and support of our employees, medical professionals, and wider society. We have organized the approach that we

have followed for over 130 years as the TSUMURA GROUP DNA Pyramid, which is the basis for our philosophy-based management. Within this, the Group's Corporate Purpose, "Lively Living for Everyone," is the Business Commitment we aim to ultimately achieve, connecting the founder's spirit with the next 50 to 100 years into the future. We are aware that our business itself should benefit society, and we believe that continuing to pursue a better future for healthcare will result in increasing corporate value.