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To: Whom it may concern:

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Acquisition of OTC Drug Trademarks, Etc. and PT Bristol-Myers Squibb  
Indonesia Tbk Shares Held by Bristol-Myers Squibb Company in Asia

We are pleased to announce that Taisho Pharmaceutical Co., Ltd. (Head Office: Tokyo, Japan; “Taisho”) and Bristol-Myers Squibb Company (Head Office: New York, U.S.A.; “BMS”) have reached an agreement on September 15, 2009 (US time) for Taisho to acquire the brand assets, including OTC drug trademarks, held by BMS in Asia (the “Brand Assets”) and 97.97% of the shares of PT Bristol-Myers Squibb Indonesia Tbk (Head Office: Jakarta, Indonesia, listed on the Indonesia Stock Exchange; “BMSI”) (the “Transaction”).

1. Outline of the Transaction

(1) Shares which are subject to the Transaction

BMSI Shares: Preferred Stock 764,250 shares  
Ordinary Stock 9,268,000 shares  
(97.97% of BMSI’s Outstanding Shares)

(2) Target Assets

Assets in 8 Asian Countries<sup>1</sup>: Trademarks, product registration and URLs for Tempra (antipyretic analgesic), Counterpain (anti-inflammatory analgesic for external use) and other products.

Assets in 21 Asian Pacific Countries<sup>2</sup>: Trademarks and URLs for Tempra (antipyretic analgesic), Counterpain

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<sup>1</sup> Indonesia, the Philippines, Thailand, Malaysia, Singapore, Hong Kong, Taiwan and Macau

<sup>2</sup> Afghanistan, Australia, Bangladesh, Bhutan, Brunei, Cambodia, Fiji, India, Laos, Maldives, the Marshall Islands, Micronesia, Nepal, New Zealand, Pakistan, Papua New Guinea, Solomon Islands, South Korea, Sri Lanka, Timor Leste and Vietnam

(anti-inflammatory analgesic for external use) and other products.

(3) Acquisition Price has been allocated to the assets and share as follows:

Brand Assets: USD160 million (approximately JPY 14.56 billion<sup>3</sup>)  
BMSI Shares: USD150 million (approximately JPY 13.65 billion<sup>3</sup>)

(4) Anticipated schedule for the Transaction

September 15, 2009	Execution of definitive agreement concerning the Transaction
Around November 2009	Scheduled Closing Date
Around November 2009	Commencement of tender offer to BMSI minority shareholders <sup>4</sup>
Around January 2010	Completion of tender offer to BMSI minority shareholders

(For Reference)

◇BMS Corporate Data

(i) Company Name	Bristol-Myers Squibb Company
(ii) Primary Business	A global biopharmaceutical company focused on extending and enhancing human life through sustained delivery of an innovative pipeline.
(iii) Date of Establishment	December 13, 1887 <sup>5</sup>
(iv) Head Office	New York, New York, U.S.A.
(v) Sales (2008)	USD20,597 million (approximately JPY1,874.3 billion yen <sup>3</sup> )
(vi) Net Income (2008)	USD5,247 million (approximately JPY477.4 billion <sup>3</sup> )

◇Overview of BMSI

(i) Company Name	PT Bristol-Myers Squibb Indonesia Tbk
(ii) Primary Business	Manufacture and sale of OTC and ethical pharmaceutical products
(iii) Date of Establishment	July 8, 1970
(iv) Head Office	Jakarta, Indonesia
(v) Sales (2008)	IDR 358,938 million (approximately JPY3.3 billion)

<sup>3</sup> Calculated at 91 yen for every 1 US dollar

<sup>4</sup> Under Indonesia law, acquiring a controlling interest in a publicly listed company requires a tender offer for the remaining shares to be conducted.

<sup>5</sup> In 1858 Edward Robinson Squibb started a medical product research company in Brooklyn, New York called Squibb. On the other hand, in 1887 William McLaren Bristol and John Ripley Myers established Bristol-Myers, and in 1989 Bristol-Myers and Squibb merged to become the company now known as BMS.

	billion <sup>6)</sup>	
(vi) Net Income (2008)	IDR 94,271 million	(approximately JPY0.86 billion <sup>6)</sup> )

## 2. Purpose of the Transaction

Taisho's mission since its foundation in 1912 has been to contribute to society by creating and offering superior pharmaceuticals and health-related products as well as healthcare-related information and services in socially responsible ways that enrich people's lives by improving health and beauty. In order to achieve this mission, Taisho is striving to build a stronger business foundation so that it can continue to steadily grow and develop even in the face of global competition.

In the self-medication business, one of the core businesses, we put our efforts into on the creation of products that meet consumers' needs, and we endeavor to develop and enhance brands that are appreciated and loved by consumers. Under such policy, we also have been entering into business alliances that enable us to realize a synergistic effect in our R&D, marketing and sales structure. Major examples of such alliances are: 1997 business acquisition of a laxative drug Colac from the P&G Group; 2002 business acquisition of a sore throat remedy in lozenge form "Vicks Medicated Drop" and an ointment-type cold medicine "Vicks Vaporub"; and the 2008 acquisition of majority of shares of Biofermin Pharmaceutical Co. Ltd., manufacturer of probiotic lactobacillus preparation "Biofermin." In this way, Taisho has been actively acquiring brands and businesses that are expected to complement Taisho's portfolio.

In 1962, Taisho began marketing the first health drink in Japan Lipovitan D and entered the foreign market in 1963, the following year. Since then, Taisho has established local companies in Hong Kong, Taiwan, Malaysia, the Philippines, Indonesia, Thailand, Vietnam and China, created the new energy drink market, and secured its position as the leader in the international health drink business. Taisho will carry out the strategic enhancement and brand building of the self-medication business in Asia which is expected to grow going forward.

The antipyretic analgesic Tempra and the anti-inflammatory analgesic for external use Counterpain are brands representative of the Brand Assets. Tempra boasts a high level share of the Indonesian and Philippine analgesic markets, and Counterpain a high level share of the Indonesian and Thai anti-inflammatory analgesic for external use markets. Further, BMSI established in 1970 has been mainly manufacturing and selling OTC drugs using Indonesia as its base of operations, and as it has a plant on a 25,440m<sup>2</sup> site in the suburbs of Jakarta, Taisho expects that it will play the role of a production center for our future Asian business growth strategies.

Taisho foresees the following effects from the acquisition.

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<sup>6</sup> Calculated at 0.0092 Yen for every 1 Indonesian Rupiah.

- (i) By acquiring a group of products which have high brand strength in Asia, it will become possible to enter into the Asian OTC drug business in earnest.
- (ii) Going forward, by merging knowledge, technology and sales know-how developed by Taisho as a leading global OTC drug manufacturer with the recognition and strong sales network built by BMSI in Asia, it will be possible to increase sales, not just of BMSI's product brands, but also Taisho's existing products, and we can expect Taisho's business in Asia to further develop and expand.
- (iii) It will become possible to use BMSI's production facilities as Taisho's future production center in Asia.

Taking the opportunity of this acquisition, Taisho will strive to establish a company in a city such as Singapore or Kuala Lumpur to manage the entire Asian business, and further advance the expansion of business in the growing Asian market. We consider BMSI's officers and employees as an important resource for the future expansion of the Asian business, and plan to continue to employ them and maintain their current working conditions.

Taisho's financial advisor is Daiwa Securities SMBC Co., Ltd, legal advisor is Morrison & Foerster LLP, accounting advisor is KPMG FAS Co., Ltd., and tax advisor is KPMG Taxation Corporation.

### 3. Future Outlook

The specific details of the acquisition and the impact on the results of Taisho will be announced as soon as we know the specifics are determined.