

Status of Medium-term Management Plan

		FY2006-07 achievements	FY2008 plans	FY2009-10 plans
1. Enhance global strategic pipeline				
1-1.	Development of global strategic product candidates * To be applied and launched mainly in Japan	DE-101: Phase II (U.S.)	Phase II (Japan, U.S.)	Phase III
		DE-104: Phase II (Japan, U.S.)	Phase II (Japan, U.S.)	Phase III
		DE-085: Applied (Japan, EU)*	Approval expected (Japan, EU)*	
		DE-089: Phase III*	Applied*	
		MD-14: Injector approved*		
2. Generate growth in Japan, Northern/Eastern Europe, Russia and China Focus activities on clinical and business development in the U.S.				
2-1. Japan: Successful launch of new glaucoma, corneal and IOL products and early maximization of their product value				
Glaucoma	(New product)	DE-085 applied July 2006 Started DE-085 launch preparation	DE-085 launch expected Early maximization of product value	Early maximization of product value of DE-085 (Continue)
	(Existing product)	Increased sales		
Corneal disorder	(New product)			DE-089 launch expected
	(Existing product)	Disease awareness campaign for dry eye	Disease awareness campaign for dry eye	Increase prescription
Intraocular lens (IOL)		Started MD-14 launch preparation	Launch MD-14	
2-2. Northern/Eastern Europe and Russia: Maximize value of <i>Oftaquix</i> and existing products; Launch DE-085				
Maximize value of new and existing products		Reinforced promotions for existing products Approval of <i>Oftaquix</i> (Russia)	Launch <i>Oftaquix</i> (Russia)	
		DE-085 applied April 2007	Launch DE-085 in 8 countries (EU)	
2-3. China: Strengthen business base and competitiveness by starting of local production and establishing direct sales organization				
Establish direct sales organization		Hired and trained sales force (MRs) Increased prescriptions	Start sales Increase prescriptions	
2-4. U.S.: Focus on clinical development and business development				
3. Strengthen manufacturing bases (Strengthen manufacturing bases by reorganizing production lines and sites in Japan, Finland and China)				
3-1.	Promote efficiency by reorganizing production lines (preparation for emergency)	Formulated reorganization plan	Continue	Implement reorganization plan
		Started and completed China plant construction	Start packaging operation	
4. Strengthen human resources and organization at the global level (Develop human resources; reorganizations)				
4-1.	Develop core human resources	Assessed HR and formulated HR development plan	Implement plan	Continue
4-2.	Develop organizational capabilities	Enhanced planning and business development	Enhance global organization	Continue