

# Status of Medium-term Management Plan

	FY2006–08 achievements	FY2009 plans	FY2010 plans
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## 1. Enhance global strategic pipeline

1-1.	Development of global strategic product candidates  * To be applied and launched mainly in Japan	DE-101: Phase IIa (Japan, U.S.)	Phase IIa or IIb (Japan, U.S.)	Phase IIb or later
		DE-104: Phase I / IIa (U.S.) Phase IIa (Japan)	Phase I / IIa or IIb (Japan, U.S.)	Phase IIb or later
		DE-085: Approved (Japan, Europe)*	Additional applications, approval (Asia, Europe)*	Additional applications, approval (Asia, Europe)*
		DE-089: Applied*		Approval*
		MD-14: Injector approved*	Improve injector*	

## 2. Generate growth in Japan, Northern/Eastern Europe, Russia and China Focus U.S. activities on clinical and business development

Japan: Successful launch of new glaucoma, corneal and IOL products and early maximization of their product value						
2-1.	Glaucoma	(New product)	DE-085 launched November 2008	Early maximization of product value of DE-085	Early maximization of product value of DE-085 (Continue)	
		(Existing product)	Implemented promotional campaigns, increased sales			
	Corneal disorder	(New product)				DE-089 launch expected
		(Existing product)	Disease awareness campaign for dry eye	Reap benefits of disease awareness campaign for dry eye		Increase prescription by further improving ability to provide prescription recommendations
	Intraocular lens (IOL)	Launched MD-14				
Northern/Eastern Europe and Russia: Maximize value of <i>Oftequix</i> and existing products; Launch DE-085						
2-2.	Maximize value of new and existing products		Reinforced promotions for existing products			
			Launched <i>Oftequix</i> (Russia)	Early maximization of product value of <i>Oftequix</i>	Early maximization of product value of <i>Oftequix</i> (Continue)	
			Marketed, introduced DE-085 (in five European countries)	Early maximization of product value of DE-85	Early maximization of product value of DE-85 (Continue)	
China: Strengthen business base and competitiveness by starting of local production and establishing direct sales organization						
2-3.	Establish direct sales organization		Began direct marketing (in stages)	Undertake direct marketing in earnest		
			Increased prescriptions by providing specialist academic information	Further increase prescriptions		
2-4.	U.S.: Focus on clinical 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		
		Started packaging operations		

## 4. Strengthen human resources and organizational capabilities on a global basis (Develop human resources; reorganization)

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