

Santen Reorganizes Domestic Sales Operation

Osaka, Japan, December 22, 2003 – Santen Pharmaceutical Co., Ltd. announced that it has introduced the “Satellite Office System” and the “Centralized Sales Administration System” for its Japanese sales operation. The reorganization was implemented as a means to achieve the objectives set in the 2003-2005 Medium-term Management Plan to “Improve Profitability” and “Reinforce Organizational Strength.” Accordingly, most of the sales offices have moved to different locations.

1. Satellite Office System

- Increased the number of sales offices in Japan from 56 to 83 in order to more precisely meet the needs of local healthcare professionals. This has enabled our medical representatives (MRs) to reduce travel time, thus increasing the time for detailing
- Standardized the functions and systems of sales offices and reduced the total office space by utilizing the SAIN Sales Force Automation System (announced on September 18, 2003, and fully implemented soon after) and centralizing sales administration

2. Centralized Sales Administration System

- Consolidate sales administration functions into eight “Area Offices.” Sales administration staff were formerly based in each sales office
- Launched a “Call Center,” where qualified staff field inquiries from healthcare professionals nationwide, in the headquarters and outsourced the supply of sales promotion materials

The changes affect all domestic sales organization, including MRs and sales representatives for medical devices and over-the-counter pharmaceuticals. By implementing these reforms, Santen intends to further enhance the quality and efficiency of its sales promotion activities and reduce the costs for sales promotion.

Santen Pharmaceutical Co., Ltd. (President: Takakazu Morita; located in Osaka, Japan) specializes in the research, development, manufacturing and marketing of ophthalmic and anti-rheumatic pharmaceuticals to protect and improve people’s eyesight and health. Santen has created innovative pharmaceuticals for all types of ophthalmic disorders and provides information tailored to clinical needs. As a result, Santen leads Japan’s market for prescription ophthalmics, which represent nearly 80 percent of Company sales.