



Santen Chooses SAP S/4HANA® Cloud and Other SAP Solutions to Reform Key Operation System and Strengthen Global Management Structure

Santen Pharmaceutical Co., Ltd. (Head Office: Osaka, Japan; Chairman & CEO: Akira Kurokawa; hereafter “Santen”) and SAP Japan Co., Ltd. (Head Office: Tokyo, Japan; President: Yuzuru Fukuda; hereinafter “SAP Japan”) have announced that Santen has decided to reform its key operation system globally with solutions provided by SAP Japan, which include the cloud-based next-generation enterprise resource planning (ERP) system, SAP S/4HANA® Cloud, single tenant edition; SAP® Leonardo, a digital innovation system that brings together the latest technologies; and SAP® Cloud Platform, an intelligent PaaS.

Santen’s business is specialized in the field of ophthalmology with the goal of contributing to patients’ eye health around the world. Currently, Santen is investing in R&D and business development for the realization of its long-term strategic vision to become a “Specialized Pharmaceutical Company with a Global Presence” by 2020 and for sustainable growth beyond 2020. In addition to Japan, a strong area for the company, Santen is making steady progress with aggressive business development in Asia and Europe, the Middle East and Africa (EMEA) where high market growth is anticipated. The company is also preparing for entry into the North American market. Furthermore, Santen is developing a wide range of products and services in the field of ophthalmology that include eye drops for medical and general use as well as devices.

The company has decided to reform its finance, product supply and purchasing processes and systems into a management infrastructure that supports further globalization and the provision of a wide range of products and services. With this management system, Santen will be able to rapidly visualize the global business situation to perform business activities with high certainty, enhance management agility, and can improve efficiency by standardizing operations as well as using the latest technology.

Santen chose SAP S/4HANA Cloud because the system is able to realize the company’s global business standards and can guarantee scalability and flexibility with cloud technology and ensure that the latest technology is always available. By linking cutting-edge technology such as AI and machine learning provided by SAP Leonardo with next-generation ERP, Santen aims to unite business processes, people and digital technology into an intelligent enterprise.

Going forward, Santen will continue to meet unmet medical needs in the field of ophthalmology and respond quickly to provide products and services that meet the needs of patients and consumers worldwide.

About Santen

As a specialised company dedicated to ophthalmology, Santen carries out research, development, marketing and sales of pharmaceuticals, over-the-counter products, and medical devices. Santen is the market leader for prescription ophthalmic pharmaceuticals in Japan and its products now reach

patients in over 60 countries. With scientific knowledge and organisational capabilities nurtured over a nearly 130-year history, Santen provides products and services to contribute to the well-being of patients, their loved ones and consequently to society. For more information, visit www.santen.com.

About SAP

As the cloud company powered by SAP HANA®, SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables more than 437,000 business and public customers to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives. For more information, visit www.sap.com

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