

Stakeholder Engagement

Santen aims to create value shared with its stakeholders by building a relationship based on mutual trust and communication.



Shareholders and Investors

The COVID-19 pandemic made it difficult to hold briefing sessions and face-to-face meetings in fiscal 2020, but we proactively conducted online activities to maintain or improve the quality and quantity of opportunities for communication. In addition to regular events such as the Annual General Meeting of Shareholders and financial results meetings, we held a meeting to explain our long-term vision Santen 2030 and a briefing on strategy for institutional investors.

From investors, we received feedback about expectations regarding Santen’s long-term commitment to address eye-related social issues, as well as requests for disclosure of specific medium-term growth indicators. In MTP2025 launched in May 2021, we have disclosed the thinking behind our medium-to-long-term goals, as well as specific KPIs. We will continue working to enhance the quality of our management and improve our IR activities through communication with shareholders and investors.



MTP2025 meeting (May 2021)



Patients and People Who Have Eye Problems

At Santen, “People Centricity” is the core of our values.

In fiscal 2020, we ramped up people centric activities, including patient field surveys and patient seminars, in various departments. For example, the In Service of Patients (ISOP) initiative aims to integrate People Centricity into day-to-day activities and help improve patient engagement and the patient experience. Recently, ISOP kicked off a pilot to re-create the Dropaid with eco-friendly packaging specifically designed for children taking *Verkazia*, a drug for treatment of severe vernal keratoconjunctivitis. Later in the year ISOP will conduct usability testing of the Dropaid with children and parents to get feedback as part of Santen’s first Patient Support Program.

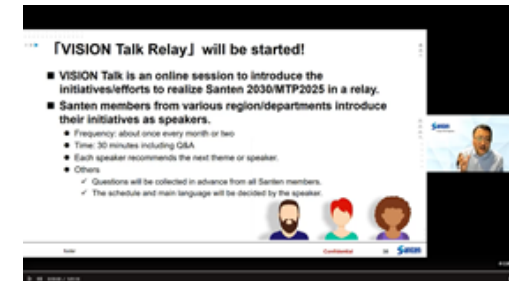
By continuing to incorporate feedback from patients and other people in our business activities, we will deliver happiness through vision and help resolve eye-related social issues.



Employees

In fiscal 2020, we continued promoting employee understanding of and participation in our long-term vision. In addition to providing information on the latest trends in ophthalmology through our in-house newsletter before announcing the long-term vision, we held online events, namely the VISION Meeting for its announcement and VISION Talk sessions as regular opportunities for dialogue. We are also soliciting suggestions from employees for achieving the long-term vision. Each VISION Talk session covers different content and has an interactive format with, for example, the president sharing the latest initiatives related to the long-term vision and their context, then taking questions from employees. The events are streamed in Japanese, English and Chinese.

We are also accelerating the development of personnel systems that facilitate flexible employee working styles and technologies for digital workplaces that can be accessed anytime and anywhere.



3rd VISION Talk session (June 2021)