

FOR IMMEDIATE RELEASE

May 30, 2016

**Otsuka Pharmaceutical Co., Ltd. Wins
Dentsu Advertising Grand Award**
—69th Dentsu Advertising Award Winners Announced—

Otsuka Pharmaceutical Co., Ltd. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 69th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This was the first time that Otsuka Pharmaceutical Co., Ltd. has received the Dentsu Advertising Grand Award.

The winners of the top awards at the 69th Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award

Otsuka Pharmaceutical Co., Ltd.

Dentsu Advertising Awards

Newspaper

Ishiya Co., Ltd.

Magazine

Canon Marketing Japan Inc.

Radio

Daiichi Sankyo Healthcare Co., Ltd.

Television

Otsuka Pharmaceutical Co., Ltd.

Out-of-Home Media

Panasonic Corporation

Digital Media

Kobayashi City, Miyazaki Prefecture

Activation Planning

Matsumoto Apple Association

Innovative Approach

Roppongi Shopping District Promotion
Association

Dentsu Advertising Awards Special Award KDDI Corporation

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 27, 2016 at the Imperial Hotel in Tokyo. Winners were selected in the six categories of Newspaper Advertising, Magazine Advertising, Radio Advertising, Television Advertising, Out-of-Home Media Advertising and Digital Media Advertising for the Dentsu Advertising Awards, as well as in the new Activation Planning and Innovative Approach categories. Excellence Awards and Outstanding Awards were also selected for all eight categories. To reflect the diversification of communication channels, the

names of four of the awards have been changed. Last year's "Outdoor," "Digital," "Sales Promotion" and "Integrated Campaign Award" categories have been changed to "Out-of-Home Media," "Digital Media," "Activation Planning" and "Innovative Approach" respectively. The last two awards acknowledge the importance given to solution planning in addition to media and creative capabilities. Also announced was the recipient of the Special Award.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Advertising Award and Area Advertising Associate Award.

The winners were selected from among advertisements that ran between April 1, 2015 and March 31, 2016. A total of 1,505 entries were submitted to the Screening Committee, with 390 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in April 2016. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 20 to 26, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 27, 2016 for determination of the final award winners. A total of 64 prizes were awarded.

The awards will be presented at the 69th Dentsu Advertising Awards Ceremony, to be held on July 1, 2016 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from November 1 to 26.

About the Dentsu Advertising Awards

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the "Grand Prix" of Japan's advertising industry, and it is said that "the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity."

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 497 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

#####

Contact: Shusaku Kannan
Corporate Communications Director
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp