



NEWS RELEASE

July 8, 2008

Press Release

Establishment of Otsuka Holdings Co., Ltd.

Tokyo, Japan -- Otsuka Holdings Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Japan; President: Tatsuo Higuchi) today announced the completion of a share transfer establishing Otsuka Holdings as a wholly owning parent company, with Otsuka Pharmaceutical Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Japan; President: Taro Iwamoto) as a wholly owned subsidiary.

Structured as a pure holding company, Otsuka Holdings Co., Ltd. was established with the aim of strengthening corporate governance for the entire group. The new entity will focus on strategic planning, allocation of management resources, and oversight of the group company operations, with the objective of stabilizing and expanding the group's business platform.

Following is an overview of the Otsuka Holdings organization:

1. Group Philosophy: 'Otsuka - people creating new products for better health worldwide'

Based on the philosophy of 'Otsuka - people creating new products for better health worldwide', Otsuka Holdings aims to lead a global value-creating group that is dedicated to contributing to the health of people around the world.

2. Background and Objectives

As the core company of the Otsuka Pharmaceutical Group, Otsuka Pharmaceuticals Co., Ltd. had been actively engaged in global expansion of pharmaceutical and consumer products businesses with the aim of contributing to the health of people all over the world.

As the Group companies continue to grow and prosper on a global stage, Otsuka Holdings aims to enhance Group value on an ongoing basis, working to realize the Group philosophy through effective allocation of resources, formulation and implementation of strategic business plans, and strengthening of overall governance with an emphasis on fulfilling the social obligations of a corporate Group committed to the betterment of human life.

3. Corporate Symbol



The corporate symbol was introduced in June, 2007 as the Otsuka Pharmaceutical's corporate symbol. Upon the establishment of Otsuka Holdings, this symbol has now been succeeded to Otsuka Holdings as its corporate symbol, graphically expressing the group philosophy that conveys the Otsuka Holdings

commitment to maintaining harmonious coexistence with local communities and the natural environment while contributing to the health and prosperity of people around the world.

4. Profile of Otsuka Holdings Co., Ltd. (as of July 8 2008)

Name of Company	:	Otsuka Holdings Co., Ltd.
Established	:	July 8, 2008
Capital	:	6,791 million yen
Representative	:	Tatsuo Higuchi, President and CEO, Representative Director
Head Office	:	2-9 Kanda-Tsukasamachi, Chiyoda-ku Tokyo, 101-0048, Japan (Registered location of head office; head office functions are currently administered by Tokyo Headquarters)
Tokyo Headquarters	:	Shinagawa Grand Central Tower, 2-16-4 Konan, Minato-ku, Tokyo, 108-0075, Japan TEL: 03-6717-1410 (switchboard)
Business Description	:	Strategic management and oversight of the group companies, and provision of specialized business services as a holding company of the group
Accounting Period	:	March 31
Number of Shares Issued	:	14,906,589 shares
Group Companies	:	Otsuka Holdings, 76 subsidiaries and 29 affiliates; a total of 106 companies in and outside Japan
URL	:	http://www.otsuka.com/

5. Primary Businesses of the Group

Pharmaceutical Products and Related Business

Pharmaceuticals businesses are engaged in research and development, manufacture, distribution, export, import, and sale of pharmaceuticals, clinical nutrition products, diagnostic products, and medical devices.

Consumer Products and Related Business

Consumer products businesses are engaged in research and development, manufacture, export, import, and sale of Nutraceuticals^{*1}, and Cosmedics^{*2} and beverages to promote and support daily health.

*1 Nutraceuticals = nutrition + pharmaceuticals

*2 Cosmedics = cosmetics + medicine

Other Businesses

Members of the group provide a wide array of products and services fields as diverse as art ceramics, wines, measuring and analysis equipments, distribution, and packaging.

6. Directors & Auditors

Directors

Akihiko Otsuka	Chairman, Representative Director
Kenichiro Otake	Vice Chairman, Representative Director
Tatsuo Higuchi	President and CEO, Representative Director
Atsumasa Makise	Senior Managing Director (Board Member), Finance
Katsuya Yamasaki	Managing Director (Board Member), Corporate Planning
Yoshiro Matsuo	Managing Director (Board Member), Administration
Yujiro Otsuka	Executive Director (Board Member)
Yukio Kobayashi	Executive Director(Board Member)
Sadanobu Tobe	Executive Director(Board Member)
Ichiro Otsuka	Executive Director(Board Member)

Statutory Auditors

Masahiko Kato	Standing Statutory Auditor
Yasuhisa Katsuta	Statutory Auditor
Norikazu Yahagi	Statutory Auditor

On the Establishment of Otsuka Holdings Co., Ltd.

Otsuka Holdings Co., Ltd. was established on July 8, 2008, as a pure holding company for the Otsuka Pharmaceutical Group. As a holding company responsible for strategic management functions, Otsuka Holdings will focus on effective allocation of resources and formulation and implementation of strategic business plans for the group as a whole, while the group companies will continue to pursue their specific business goals as operating companies.

Our group currently consists of 106 corporate entities, including subsidiaries and affiliates. The Group, which is engaged in a wide range of activities on a global scale, posted consolidated sales of about 928 billion yen for the year ended March 31, 2008.

The new corporate governance structure will be devised to enable the group to react nimbly to a rapidly evolving business environment while fulfilling our social obligations as responsible corporate citizens. In addition to formulation and implementation of strategic business plans and active investment in new areas and businesses, Otsuka Holdings will aim to preserve the specific characteristics of the group companies while promoting group-wide synergy and enhancing the overall corporate value of the group.

Under the group philosophy of 'Otsuka – people creating new products for better health worldwide', Otsuka Holdings will strive to contribute to the health and prosperity of people all over the world by bringing to market original products and services based on the innovative ideas of the group companies. In pursuit of our objectives on a global stage, we will continue to promote group-wide CSR initiatives to preserve the environment and contribute to society and strive to honor our obligations as a responsible corporate citizen.

We look forward to your continued support and patronage of the Otsuka Holdings Co., Ltd.

Tatsuo Higuchi
President and CEO, Representative Director
Otsuka Holdings Co., Ltd.