

**Business Alliance with
Indegene Lifesystems Pvt. Ltd.,
for Innovation in Pharmaceutical Marketing**

November 20,2014



Alliance Required by Environmental Change to Pharma. Co.

Legacy Style

Sales Reps (MR) Activities

- “Detailing” activities for lifestyle related disease drugs including blockbusters
- Sales activities by share of voice efforts
- Close communication incl. entertainment



Web Marketing

- Simple but less valuable messages
- Message delivery by frequent visits
- No/little validity verification or review



From now on

- Increasing “detailing” required on specialty drugs such orphan drugs
- Decreasing opportunities to see physicians due to restriction to visit medical institution
- Subject to strict restrictions including business entertainment prohibition

- Increasing needs for specialty disease information
- Busy physicians who does not passively receive but proactively select information
- Valid verification required for promotional effectiveness on actual prescription

What is required from now on...

- Information delivery supported by **attractive and valuable high-quality contents** to physicians
- Sales activities accepted positively by physicians due to **professional expertise and knowledge**
- **Innovative media to communicate with physicians** utilizing advanced IT infrastructure

Impacts Expected by the Alliance with Indegene



- Experiences and achievements in developing methodologies and expertise for medical movie production over 18 years in Japan
- Reliable network and information consisting of 120 thousand physician members
- Established communication platform that enables to connect physicians and MRs.
- Accumulated solid sales achievements in most pharmaceutical companies in Japan
- Business operating bases located in Japan and China.

- Digital content production capability supported by 400 medical writers and 200 IT engineers in its world's largest digital contents factory
- Strong price competitiveness due to Indian company's cost advantage & high quality
- Wide range of MCM solution portfolio.
- Accumulated solid sales achievements in the global HQ of most pharmaceutical companies.
- Business operating bases located in US, UK, France, Switzerland, Germany, Singapore and China, etc.

- Enhance the ability to design high-quality medical contents quickly at low cost.
- Offer full-line solutions required by all-typed clients in pharmaceutical business.
- Establish global sales structure by utilizing Carenet's and Indegene's resources respectively.

Diversified MCM Solutions

for Pharma. Co.

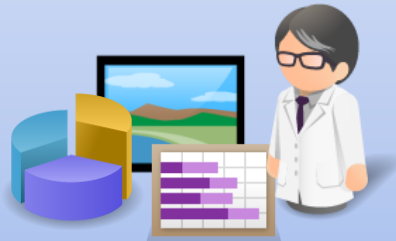
MR development for **professional expertise & knowledge** that attract physicians' interests



Continuous MR development for professional expertise and knowledge by educational materials and system platforms that drive them to learn about drugs and diseases effectively.

for Physicians

High quality contents that attract physicians and **MCM solutions** that enhance engagement with physicians.



Information offering, especially criteria for drug prescription, for physician by delivering a variety of attractive & valuable contents.

for Patients

Continuous support for patients on medical treatment



Web site & application software developments for patients and total outsourcing service for customer call center operation

Satisfy Every Clients' Needs

The impact on corporate performance brought by the alliance in this term is assumed to be insignificant so far. However, once Carenet recognizes that it would have critical impacts, Carenet will disclose related information, which should be disclosed, as soon as possible.
