

1 October 2014

EFPIA Japan

Carsten Brunn to become new chairman of EFPIA Japan

TOKYO—1 October 2014— EFPIA Japan announced today that Carsten Brunn (President and Representative Director, Bayer Yakuhin, Ltd.) has been appointed the new chairman of EFPIA Japan effective 10 October 2014.

Philippe Fauchet (GlaxoSmithKline K.K.) and Masao Torii (Nippon Boehringer Ingelheim Co., Ltd.) will continue to serve in their current positions of vice chairmen and support Carsten Brunn in his new role.

“As Japanese society changes, the Japanese healthcare environment also continues to evolve. As EFPIA Japan, we are committed to fostering healthcare for patients in Japan,” said Carsten Brunn. “We support Japan’s commitments to reform healthcare and further improve patient access to high-quality healthcare and creating an environment that supports innovation. In my new role I will continue to promote the collaborative exchange of ideas between the research-based industry and its many stakeholders in Japan.”

EFPIA Japan Board Members as of 10 October 2014

Chairman	Carsten Brunn (Bayer Yakuhin, Ltd.)	New
Vice Chairmen	Philippe Fauchet (GlaxoSmithKline K.K.)	
	Masao Torii (Nippon Boehringer Ingelheim Co., Ltd.)	
Directors	Gabriel Baertchi (AstraZeneca K.K.)	
	Dirk Kosche (Novartis Pharma K.K.) *Suspension	
	Claus Eilersen (Novo Nordisk Pharma Ltd.)	
	James Feliciano (Merck Serono Co., Ltd.)	
	Fabrice Baschiera (Sanofi K.K.)	New
Director General	Hidetaka Shimada (EFPIA Japan)	

About EFPIA Japan:

Established in April 2002, EFPIA Japan represents 24 R&D-based European pharmaceutical companies operating in Japan. In 2013, combined sales from the member companies accounted for roughly 26% of the pharmaceutical market in Japan.

Mission of EFPIA Japan is to “Contribute to healthcare and patients in Japan by early introduction of innovative medicines and vaccines”, and by always focusing on the 'patient first', it hopes to strengthen dialogues with decision makers to improve Japanese healthcare.

About EFPIA:

EFPIA represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 40 leading pharmaceutical companies, EFPIA provides the voice of 1,900 companies committed to researching, developing and bringing new medicines to improve health and quality of life around the world. In Europe, the pharmaceutical industry invests around 30 billion on research and development per year and directly employs 700,000 people including 116,000 in R&D.

EFPIA members are committed to delivering innovative medicines to address unmet needs of patients and reducing the burden of chronic diseases for Europe's ageing population. EFPIA believes in close cooperation with its stakeholders to help create sustainable healthcare systems and to develop prompt responses to health threats in Europe.

For more information please visit:

<http://www.efpia.eu> (EFPIA)

<http://efpia.jp/English/index-e.html> (EFPIA Japan)

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Dr. Carsten Brunn
Chairman of EFPIA Japan

Dr. Carsten Brunn has been President of Bayer Yakuhin Ltd. and Bayer HealthCare Representative for Japan since March 1, 2013.

Dr. Brunn joined Bayer HealthCare in 2011 as Global Head of Primary Care within Bayer HealthCare Pharmaceuticals based in Beijing, China.

Prior to joining Bayer HealthCare, he began his career at Eli Lilly and Company, holding managerial positions in strategic planning in Germany, and in global marketing, sales training and regional sales in the US. Later, Dr. Brunn worked for three companies in senior management positions, including Global Brand Leader at Novartis in Switzerland, and Vice-President, Asia Pacific, for Bausch and Lomb in Singapore.

Dr. Brunn graduated from the University of Freiburg, Germany, with an MSc. degree in Pharmaceutical Science in 1996. In addition, he studied at the University of Washington, USA, under a research scholarship. In 1999 he received his PhD in Chemistry from the University of Hamburg. He completed his executive training at London Business School.

Born in Tübingen, Germany, in 1970, Dr. Carsten Brunn is married with one son.

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