

Collaboration with Japan Tobacco Inc. ("JT")

Functions of the pharmaceutical business are divided between Torii and JT, which is an attempt to produce synergies as a group by leveraging of each of their strengths in pharmaceutical products and services. In this partnership, R&D for new drugs came under the control of JT, while Torii took over sales and marketing functions. JT is responsible for research and development activities pertaining to new compounds, whereas Torii is responsible primarily for improvements to the formulations of existing products and the development of additional indications. Torii also carries out its own research and development in its specific areas of expertise. Moreover, Torii is collaborating with JT in searching and developing candidates for new in-licensed drugs.

Sales and Marketing

Torii has about 500 medical representatives (MRs) working at 14 branch offices throughout Japan. In order to distribute information relating to pharmaceutical products, the MRs use Torii's marketing support system to access the information they need to provide prompt responses to specific needs. This marketing support system is crucial to effective information distribution, and also enhances clients' confidence in Torii through disseminating information widely shared by MRs and other business units to medical professionals.

The Pharmaceutical Marketing & Promotion Group formulates business strategies based on analyses of market needs and projections of future changes in the market environment. It also supports initiatives to enhance the quality of the pharmaceutical information that MRs provide to medical professionals.

In principle, new ethical pharmaceutical products developed by JT are marketed in Japan by Torii, which is strengthening its marketing and distribution system in preparation for the introduction of new drugs.

Torii also works actively with JT to in-license products that can be brought to the Japanese market.

