

<For immediate release>

Hisamitsu Pharmaceutical Co., Inc.  
May 18, 2018

**Salonpas Named the World's No. 1 OTC Topical Analgesic Patch Brand\*<sup>1</sup> for the Second Consecutive Year**  
Based on research by Euromonitor International (UK),\*<sup>2</sup> a leading global market research company

Hisamitsu Pharmaceutical Co., Inc. (Head Office: Tosu, Saga; President & COO: NAKATOMI Kazuhide; hereinafter “Hisamitsu Pharmaceutical”) announced that Euromonitor International Ltd. (hereinafter “Euromonitor International”), a leading international market research company, recognized “Salonpas” as the world’s No. 1 OTC topical analgesic patch brand for the second year in a row. Euromonitor International presented Hisamitsu Pharmaceutical with two official certificates, one recognizing Salonpas’s achievement and one naming Hisamitsu Pharmaceutical as the holder of the world’s largest share in the corresponding market category.



L: The certificate recognizing Salonpas® as the world’s No. 1 OTC topical analgesic patch brand

R: The certificate naming Hisamitsu Pharmaceutical as the global leader in the OTC topical analgesic patch market

\* Please contact Hisamitsu Pharmaceutical (contact information below) if you would like to obtain the data for the images above.

Since its 1847 founding in the Tashiro (then Hizen-Tashiro) area of Tosu, Saga, Hisamitsu Pharmaceutical has worked to provide Japan and the rest of the world with high-quality pharmaceutical products. Always rooting its operations in that local foundation and adhering to a consistent, customer-first philosophy, Hisamitsu Pharmaceutical celebrated its 170th anniversary in 2017—a milestone that, like the recent recognition from Euromonitor International, would not have been possible without the valuable, ongoing support of the company’s many customers and stakeholders.

May 18 has been registered with the Japan Anniversary Association as “Salonpas Day,” whose date has linguistic ties to the Japanese phrase “*Kori o iyasu*” (“relieving stiffness”): “*Ko*” corresponds to the number 5 (“*go*”); “*i*” represents 1; and “*ya*” stands for 8.

Hisamitsu Pharmaceutical will continue to expand its business operations worldwide, centering its activities on the basic principle of “Delivering a Better QOL to the World.”

#### Certificate presentation

Date: May 18, 2018

Location: Hisamitsu Pharmaceutical Head Office (Tokyo)

L: Mr. Sean Kreidler, Senior Research Manager, Euromonitor International

R: NAKATOMI Kazuhide, President & COO, Hisamitsu Pharmaceutical



\*1: Research Method

To determine the world’s No. 1 OTC topical analgesic patch brand, London-based Euromonitor International conducts a global market research from March to April every year. In the nine countries collectively representing more than 70% of the global topical patch product retail market in 2017 (the United States, Brazil, Russia, Italy, Germany, India, Indonesia, China, and Japan), Euromonitor International conducted trade interviews of manufacturers and wholesalers, visited retail outlets for store checks, and compiled the sales figures of patch products by country and brand to calculate the corresponding sales shares.

\*2: Euromonitor International

Euromonitor International, a British company headquartered in London, is a leader in international market research with exclusive researchers in over 80 countries.

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