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Eisai Co., Ltd.

## **Eisai Releases Corporate Film “1 Percent, 1 Mission. Change the World.”**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that the company has produced a corporate film titled “1 Percent, 1 Mission. Change the World”.

Eisai’s corporate concept is to give first thought to patients and people in the daily living domain, and to increase the benefits that health care provides to them, as well as address diverse healthcare needs worldwide. To achieve this human health care (*hhc*) concept, our employees worldwide dedicate 1% of their work hours to spending time with patients, learning their thoughts and feelings, and creating value for patients.

The key message of this film is “1 percent, 1 mission. Change the world”, introducing our activities based on our *hhc* concept. The film highlights our goal of empowering people to realize their fullest lives by challenging ourselves to create new innovations, driven by a strong desire to relieve the concerns of patients, which we have come to understand through time spent with them. This film can be viewed on [our website](#) and [YouTube](#).



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