“Amiyu® Granules”, an Essential Amino Acids Preparation for Renal Failure, Launches in Vietnam

Ajinomoto Pharmaceuticals Co., Ltd. (“Ajinomoto Pharmaceuticals”) (President, Takashi Nagamachi; Headquarters, Chuo-ku, Tokyo) obtained as of July 5, 2013 the import and marketing approval of “Amiyu® Granules”, an essential amino acids preparation for renal failure, in Vietnam and started the distribution of “Amiyu® Granules” in the country on November 11, 2013.

“Amiyu® Granules” is an essential amino acids preparation for renal failure containing 9 essential amino acids that are necessary in the renal failure treatment method called ‘essential amino acids method’. When used with sufficient energy intake, “Amiyu® Granules” is proven to improve protein and amino acids metabolism and ameliorate clinical signs such as anemia of patients with renal failure, and also delay disease progression and prolong the time until dialysis introduction in chronic renal failure.

Under the agreement with DKSH in Vietnam, dedicated marketing staff and medical representatives from DKSH undertakes marketing activities for the products of Ajinomoto Pharmaceuticals in Vietnam. Marketing activities for “MORIHEPAMIN" Infusion” – an amino acid injection for hepatic failure – and “NEOAMIVU" Infusion” – an amino acid injection for renal failure – started in April 2012. Ajinomoto Pharmaceuticals also launched a long-acting calcium channel blocker antihypertensive “ATELEC" Tab.” in January 2013 in the same country.

For the launch of “Amiyu® Granules”, Ajinomoto Pharmaceuticals organized a new team of medical representatives from DKSH specializing in the renal disease area to enter the market of amino acids preparation for renal failure in Vietnam.

As a member company of the Ajinomoto Group that aims to be “a group of companies that contributes to human health globally”, Ajinomoto Pharmaceuticals has focused on Southeast Asia for overseas business because the Ajinomoto Group is well known in the region and there are similarities in the food culture background and the physical constitution between the people there and Japanese, which will facilitate application of knowledge obtained in Japan.

Among the Southeast Asian countries, Ajinomoto Pharmaceuticals particularly concentrates its marketing efforts on the Vietnam market, since the country has achieved remarkable economic growth and Ajinomoto Pharmaceuticals had launched its products in the country in the past.

In Vietnam also, Ajinomoto Pharmaceuticals will be committed to patient’s healthier and better quality of life through practice of “For Your Quality Of Life”.

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About Ajinomoto Pharmaceuticals Co., Ltd.
Ajinomoto Pharmaceuticals is focused on development of new pharmaceuticals, improvement of existing pharmaceuticals, fulfillment of unmet medical needs and providing medical information in the area of amino acid-related pharmaceuticals that were born from application of amino acid-related knowledge cultivated in the Ajinomoto Group, particularly in the gastrointestinal disease area. In Vietnam also, Ajinomoto Pharmaceuticals will be committed to patient’s healthier and better quality of life through practice of “For Your Quality Of Life” and aims to be a “sharply-focused specialty pharmaceutical supplier” reliable for medical professionals.

About DKSH
DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term “Market Expansion Services” suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since March 2012, DKSH is a global company headquartered in Zurich. With 680 business locations in 35 countries – 660 of them in Asia – and 26,300 specialized staff, DKSH generated net sales of CHF 8.8 billion in 2012.

DKSH Business Unit Healthcare is the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia. Custom-made offerings comprise registration and market entry studies as well as importation, customs clearance, marketing and sales to physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include ethical pharmaceuticals, consumer health, over-the-counter (OTC), as well as medical devices. With 150 business locations in 13 countries and around 9,000 specialized staff, Business Unit Healthcare serves over 160,000 customers and generated net sales of around CHF 3.7 billion in 2012.

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