

October 9, 2009

**Otsuka Holdings receives
The 2009 Investor in France Award
October 8, 2009**

Tokyo Japan – Otsuka Holdings Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Japan; President and Representative Director, CEO: Tatsuo Higuchi, "Otsuka Holdings") has received the 2009 Investor in France Award, presented by Mr. David Appia, Chairman and CEO of Invest in France Agency, during the sixth annual awards ceremony on October 8, 2009.

Conceived to recognize companies that contribute to economic development through direct foreign investment in France, the first French-Japanese Investment Awards were presented in 2004. The 6th annual French-Japanese Investment Awards Ceremony, held at Roppongi Academy Hills in Tokyo on October 8, was attended by H.E. Mr. Philippe Faure, French Ambassador to Japan, Mr. David Appia, Chairman and CEO of Invest in France Agency, and Mrs. Anne-Marie Idrac, French Minister of State for Foreign Trade. The 2009 Investor in France Award was accepted by Otsuka Holdings President and CEO Tatsuo Higuchi.

Established in 1921, the Otsuka Group engages in a variety of wellness-related business areas worldwide. In France, Otsuka Pharmaceutical France SAS, a wholly owned subsidiary of Otsuka Pharmaceutical Co., Ltd., engages in the sales of pharmaceutical products. Subsequently, Otsuka Pharmaceutical Co., Ltd has expanded its presence in the French food and beverage industry through investing in the leading mineral water manufacturer ALMA S.A., and through the acquisition of the Nutrition & Santé group, a major manufacturer of functional and dietetic foods. These efforts to enhance Otsuka's strategic presence in France were recognized with the 2009 Investor in France Award.

Otsuka Holdings' President and CEO, Tatsuo Higuchi made the following comments upon receipt of the award.

"First of all, I wish to thank Chairman Mr. Appia and the staff of the Invest in France Agency as well as the Department of Economic Affairs of the Embassy of France in Japan for their recognition of our business and investment activities in France by selecting Otsuka Holdings for this prestigious award. We are very honored to be part of the business community in France, a country with such a long history and tradition.

The Otsuka Group is a global integrated health-care group that supports the health and well-being of people the world over. Otsuka Pharmaceutical France, Nutrition & Santé group,

and ALMA S.A. are central to Otsuka’s operations in Europe as we strive to grow our business and to contribute to the economic development of the European region and the well-being of its people.

Regard for the culture and tradition of the regions and communities in which we do business forms the cornerstone of our operations. The cooperation of the Government of France and the local authorities is vital to our efforts to develop operations that are firmly rooted in the community, and we hope to rely on this ongoing support as we continue our efforts to become a good corporate citizen of France. We are deeply honored and grateful to be recognized with this prestigious award.”



(right) Mrs. Anne-Marie Idrac, French Minister of State for Foreign Trade
(left) President and Representative Director, CEO: Tatsuo Higuchi

Under the corporate philosophy of 'Otsuka – people creating new products for better health worldwide', Otsuka Holdings shares the Otsuka’s mottos “*JISSHO*” (Proof through Execution) and “*SOZOSEI*” (Creativity), aiming to cultivate a culture and a dynamic corporate climate reflecting our vision as a health-care company and develop innovative and creative products that contribute to the well-being of people around the world.

Invest in France Agency

Invest in France Agency (IFA) promotes and facilitates international investment in France. The IFA network operates worldwide.

IFA works in partnership with regional development agencies to offer international investors business opportunities and customized services all over France. For more information, please visit

www.investinfrance.org

