

May 12, 2008

Suzuken Co., Ltd.

Hiroshi Ota, President and CEO

Stock Code: 9987

Securities Traded: First sections of Tokyo and Nagoya stock exchanges, and Sapporo Stock Exchange

Contact: Takahito Ito, Senior Executive Officer, Senior General Manager,
Corporate Planning Headquarters

Tel: +81-52-961-2331

Suzuken Co., Ltd. Announces the Formulation of the Medium-term Business Plan

Suzuken Co., Ltd. (hereinafter, "Suzuken") hereby announces the following overview of the Medium-term Business Plan for FY2008 to FY2010 formulated by the Suzuken Group.

1. Background of the Formulation of the Plan

Suzuken has established its business domain as "health creation" as part of its corporate philosophy, "By creating new value, we contribute to the improvement of health on Earth and to healthier and better lives for all people." As a company in the health creation business domain, we aim to maximize our corporate value based on our long-term vision, "Becoming an indispensable part of the medical treatment and health industries."

Our 3-year Medium-term Business Plan for FY2008 to FY2010 was formulated to serve as the base on which efforts for the attainment of this long-term vision will be effectuated.

2. Medium-term Vision

Establishment of a Medical distribution Platform

In addition to assuming all medical distribution functions from pharmaceutical companies to medical institutions and insurance pharmacies and even up to the patients themselves, we aim to "establish a medical distribution platform" for not only ethical pharmaceuticals but also diagnostic reagents and medical equipment and medical supplies through the building of a strong distribution system.

Best Partner for Medical Treatment and Healthcare

In its diversified businesses, Suzuken will establish a revenue base in the areas of medical and healthcare field and aim to be the "best partner for the medical treatment and healthcare" by making every effort to provide value.

3. Numerical Objectives (FY2010)

Consolidated Net Sales: ¥2 trillion Consolidated ROE: 10%

4. Basic Policies

- (1) Maximize customer satisfaction
- (2) Create Group synergy
- (3) Return to basics and innovation

5. Basic Strategies

- (1) Maximize customer satisfaction by implementing business strategies in each customer segment
- (2) Realize differentiation and rationalization of logistics costs through high-quality logistics
- (3) Establish a strong Suzuken brand for diabetes based on Seibule
- (4) Build a health creation company base through the reorganization of the business portfolio
- (5) Expand scale and enhance of competitiveness through alliances
- (6) Build an optimal capital composition geared toward the attainment of a 10% ROE

Note) The abovementioned numerical objectives are based on information available at the time of this announcement. Any number of factors may cause actual results to differ.
--