

March 27, 2015

ONO PHARMACEUTICAL CO., LTD.

Corporate Communications

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**Reconstruction Assistance Activities
“Operation Slimmer and Healthier” (SUKOYAKARADA DAISAKUSEN)
Start from Fukushima Prefecture
Exercise Measurement and Recreation with the athletes
or Holding a Lifestyle Seminar**

ONO PHARMACEUTICAL CO., LTD. (Head Office: Osaka, Japan; President and Representative Director: Gyo Sagara) and certain non-operating profit corporation, Sports Community and intelligence mechanism (secretariat: Kobe-City, President: Hirao Seiji, Kobe Steel Kobelco Steelers general manager) announced the reconstruction assistance activities "Operation Slimmer and Healthier in Fukushima " was held in Aizu Misato-machi, Ohnuma-gun, Fukushima Prefecture.

This event plans to convey the joy of sports and exercise to children and let them improve the lifestyle because the rate of tendency of obese children in Tohoku three prefectures (Fukushima, Miyagi, Iwate) is higher than in other prefectures and the childhood obesity is becoming a social problem.

On the day, 97 children from 4 to 10-year-old who live in Aizu Misato-machi and their parents participated in the event.

Reiko Shiota of London Olympics badminton mixed doubles Japan representative, Kotaro Tokuda of the free-style footballer who is the first Japanese winner of "2012 Red Bull Street Style World Final Italy" and Tetsuya Sotomura of Beijing Olympics trampoline Japan representative participated as guest athletes in the event. In the first half of it, guest athletes demonstrated the competition which children experienced. Children cheered with shining eyes their high-level performance, or Tokuda's original tricks called "Tokura clutch" and Sotomura's "3 somersault rotation" that few players can do in the world.

In the second half of the sports recreation, children were divided into 3 teams and experienced badminton, free-style football and trampoline in order. "Oh, nice! You can do more!", "I think it is difficult but absolutely you can do well! Fight! " or " Everyone, Are you enjoying? " While sometimes called out by guest athletes, children enjoyed each competition with a smile.

Furthermore, " Operation Slimmer and Healthier " aims to reduce childhood obesity in the whole family by the participation of not only children but also their parents and community leaders. For the purpose, in addition to Sports & Recreation, physician who specializes in lifestyle-related diseases held a health seminar to improve the lifestyle for parents. This project is the three-year plan. This year starting in Fukushima, it is scheduled to be held in Miyagi next year, and in Iwate the year after next.



" Operation Slimmer and Healthier in Fukushima" post-program

Beginning with held on March 22, this event aims to continuously convey the joy of the sports and exercise to participants from May to July and let them fix exercise habits, and it will carry out post-program below.

Implementation purpose: To impregnate understanding of "joy of sports and exercise", and let participating children fix exercise habits.

Schedule to be held: May 9 (Saturday), May 23 (Sat), June 6 (Saturday), June 20 (Sat), July 11 (Sat), July 25 (Sat)

Target participants: It will recruit from participants of " Operation Slimmer and Healthier in Fukushima" on March 22 (Sun)

Scheduled program: It will conduct physical and motion measurement in the post-program events, and distribute the healthy handbooks to participating children and their parents to record the life and motion status of them.

Outline of the event " Operation Slimmer and Healthier in Fukushima"

The Official name: " Operation Slimmer and Healthier in Fukushima"

The time: March 22, 2015 (Sun) 10:30~

Venue: Aizu Misato-machi Takada gymnasium (Address: 3244-1 Higashikawara, Aizu Misato-machi, Ohnuma-gun, Fukushima Prefecture)

Attendees: ONO PHARMACEUTICAL CO., LTD. President Sagara Gyo

Aizu Misato-machi mayor Hidetoshi Watanabe, the same town superintendent of education Kazunori Saji

Guest athletes: Reiko Shiota, Kotaro Tokuda, Tetsuya Sotomura

Seminar Speaker: Dr. Setsu Ohta (Ohta Nishinouchi Hospital Diabetes Center, diabetes specialist)

Event Description:

10:30 - Opening, organizer greeting

10:40 - Guest introduction

10:50 - Guest performance

11:20 - Motion measurement / Sports & Recreation (first half)

11:50 - Question & Answer, commemorative photo, lunch

12:45 - Sports & Recreation (second half) / for parents "Lifestyle Seminar")

14:30 - Closing