

Ai Ken NEWS

Q2
2019



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Management Message

Founder & Managing Director, AI KEN PHARAMA Group.

Kentaro Imamoto



It is great to talk with all customers here, our Ai Ken News Q2 2019. Ai Ken Pharma Cambodia started import and sales of EA Pharma Japan product into Cambodia market with new medicine called Livact (For Liver cirrhosis), Amiyu (For Chronic Kidney Disease) and Attelec (For hypertension) . We are excited to introduce those medicine to Cambodia doctors and all of those are already by some doctors and private

hospitals in Phnompenh. In Cambodia, we will also introduce 10 more new medicine from Unison laboratories into the market in 2 months. For Laos, we have initiated booths at the 2 big associations, Pediatric and Gynecology and we successfully introduced our medicine there. Thank you very much for visiting our place. First half of this year will be completing soon. Wish you all the best and thank you for your kind cooperation with Ai Ken Pharma Group.

General Manager, A member of the Board Director, AI KEN PHARAMA LAOS

Kaisone Souvannasan



SABAIDEE, I am very great to talk with all of valued customers here, on the 2nd time of this year through our Ai Ken news. But during this season changes, the weather is unpredictable, someday it is very hot and someday hard rainy, bring more about the sickness and accident from traveling. Requesting to all much more take care of yourself and your family, and have the safety trip during this season. In this we

are more continuing to participate in the interesting and important socially healthy activities such as Vientiane Half Marathon 2019, attend the healthcare specialist meetings, and take part in the health exhibitions. I give my promise that our AKP would give better assistance to the health affairs, and joint hand in hand with Laos Doctors for the better health and life of Lao population. Thank you very much for your kind support.

Vientiane Half Marathon - Laos



We joined Vientiane Half Marathone with Uniren Spray booth on March 3, 2019. It started at 5:00 AM, with more than 1,000 runners. We had 2 booths to support runners for free Uniren Spray to stop pain on the run. More than 100 runners visited our booths for using



Uniren Spray to stop pain, and reverred to continue running. We were very happy our Uniren Spray helped runners to enjoy this event. Uniren Spray is Dicrofenac spray and easy to use for sports players.

Pediatric Association Conference - Laos



The 15th Pediatric Association Conference in 2019 was held on 25-26 April, 2019 at International Cooperation and Training Center (ICTC), Vientiane Capital. Over 200 doctors and participants joined for learning about special topic of children emergency care management.



Ai Ken Pharma joined to exhibit many products such as Bain Syrup, DHA 70% and the new products Epiate syrup Anti Epilepsy for children. Thank you very much to many attendees who visited our booth.

Nephrology Association Conference - Laos



The Nephrology Association 2nd conference was held on 23 March, 2019 at Mitapharp Hospital with more than 100 doctors coming from nationwide. There were many doctors present and exchange the lesson about the cause of disease and how to treat the nephrology patients. Ai Ken Pharma



joined to open EA pharma with new medicine called AMIYU, total Amino Acid for Chronic Kidney Disease patients. Many doctors visited our booth with high interest with AMIYU as new medicine to Laos. Thank you very much for visiting our booth.

Top Runner in Asia



Mr. Yoshimasa Nishimura,

Senior Managing Director,
Taiho Pharma Singapore PTE

Thank you very much for your time today.

It's my pleasure, and I am always happy to come to visit Laos.

Can you please let us know your responsibility?

Yes, I am taking responsibility of Taiho Pharma Singapore, Asian Head office of Taiho Pharmaceutical, Japan. We manage, Hongkong, Macau, Vietnam, Laos, Cambodia, Myanmar, Thailand, Malaysia, Singapore and Indonesia, total 10 countries at this moment. Most of the countries, we already have Taiho Pharma legal entity with country General Managers except Laos and Cambodia where we have a partnership with Ai Ken Pharma. I have 7 direct reports from each country, and regional team in Singapore. We work with total around 40 colleagues in South East Asia and HK, focusing on Oncology business with the main product called TS-ONE, No.1 brand in Japan and soon to be in Asia as well.

How long you stay in Asia?

I came to Singapore in 2010 to develop and establish Taiho Asia business. So I know and work with Mr. Ken since I was in Japan over 9 years by now already.

What about before coming to Asia?

I was based in Tokyo, and working for business development and licensing business, also supporting Taiho China starting up. Before that, I was working for another Pharmaceutical company, and based in Europe and America over 10 years in total. My first career was Medical Representative in Nagoya, Japan.

How about your management

I select trust local General Managers, and let the GMs execute business in their way. We discuss and confirm budget and plan every year, but the way of business execution depends on the country head. So far, my management style seems doing well and all my managers are very supportive to me. Only 1 thing I consistently and deeply get involved through all countries is to meet KOL by myself and show my respect and sincerely appreciation to them directly.

Any difficulty to manage Asian business?

Nowadays, oncology business is more competitive in Asia. Especially we started Asian business from ZERO just 9 years ago. However, we are catching up what we are aiming to be little by little. For me, business cultural or custom in Asia is not a big issue to across. They all are very kind and familiar with me.

Any reason why Taiho pharma decided to enter Laos?

Well, because of Mr. Ken, of course as the first reason (Laugh). Also, I met Laos KOLs many times before, and found the necessity of TS-ONE for Laos patients. I want to contribute to this market and the patients through doctors as much as possible.

Very happy to hear that. Any other point you like Laos?

I like Laos food very much. My favorite, Sindaad, Pin Kai, Kaopyak, and of course, Beer Lao!

How about Cambodia?

I have once visited the National Cancer Center in Calmette hospital, very big and prominent facility. KOL doctor treatment is also very well prepared. I am expecting Cambodia market soon to be a big market next to Vietnam or Thailand with considering high economy and medical market growth.

Any other plan in Asia?

I would like to enter into new territory in Asia, also we plan to establish packaging facility and integration for logistics system at somewhere in Asia as well.

Top Runner in Asia (Continue)



How was your impression about TS-ONE launch event in December in Laos?

I had very positive feedback and demand from many Laos doctors. Now we need to establish very strong system to provide the right information to the right doctor and right patients working with Ai Ken Pharma Laos. I also found Laos people are very familiar and respect with Japanese culture and Japanese quality with trust. We also luckily work with Dr.Phetsamon, Director of Mittaphap Cancer Center, who studied Medical Education in Tokyo Medical Dental University, speak Japanese like native. We work with all those doctors closely and establish right usage of TS-ONE for many Laos doctors.

Any expectation to business partner?

That's a good question, OK. There are 2 big European / International distributors in Asia who almost dominates distribution business with multinational pharma companies. They both can do the same level, but they both have issue with attitude and quality of service. They also keep changing management and the policy every several years. Therefore, many pharmaceutical companies can't really trust their partnership with us. We definitely want a partner with consistent policy, service quality without excuse but trust. We will not have plan to have own sales in Laos and Cambodia, so our expectation to Ai Ken Pharma is exactly what I explained.



Thank you very much for your frank advice. What do you do on your holiday?

I normally spend alone over weekend in Singapore, such as reading books, jogging, Yoga. I travel and meet people a lot in business life, so I like to keep kind of quiet time over the weekend, may be with a bit of beer (Laugh).

Thank you very much Mr.Yoshi.

Interviewer
Kentaro Imamoto @ Vientiane, Laos.

Khmer Soviet Hospital Event Booth - Cambodia



Ai Ken Pharma Cambodia initiated an exhibition booth at Khmer Soviet Friendship Hospital on April 9th and 10th with introducing our medicine to over 50 doctors and medical professionals. We also introduced our



new product from Japan, LIVACT (For Liver Cirrhosis), Amiyu (For Chronic Kidney Disease) and Atelec (Hypertension). Doctors are highly interested in those new medicine to Cambodia mediation.

Doctor Lecture Tour in South - Laos



Ai Ken Laos initiated doctor lecture tour to South with Dr. Bounhieng Phalibai, head of Cardiology Association and Dr. Ketmany Phetsiriseng, head of Neurology Center at Mitthaphap hospital. For Cardiology seminar topic was about Symptom of major cardiac disease and the choice of medicine. For Neurology seminar was about central / peripheral nervous pain and the treatment. The conference was held on 17 May, 2019 at Savanakheth Province Hospital with more than 40 doctors.



2nd lecture was in Pakse on 18th with around 30 doctors at Pakse hotel, Campasak Province. Ai Ken Pharma also initiated a booth to introduce our products such as Anti-Hypertensive, Amlod (Amlodipine), Bisloc (Bisoprolol fumarate), Anti-Arhythmic, Matenol (Trimetazidine), Anti-Epileptic, Vultin (Gabapentin), Eplate (Sodium Valproate) and Tonlyte (Tizanidine hydrochloride). Thank you very much to Dr. Bounhieng, Dr. Ketmany, also all the doctors in South who joined the session.

Dr. Kriengsak visited Laos for Nephrology Association - Laos



Dr. Kiengsak Varysengthip, Professor of Medicine, Renal Division, Department of Medicine, Siriraj Hospital, Mahidol University President, The Nephrology Society of Thailand.

On March 23, 2019, Ai Ken Pharma and EA Pharma invited Dr. Kiengsak Varysengthip to Laos Nephrology Association Conference at the Midtapharp Hospital. At the conference, Dr. Kiengsak presented CKD treatment with total Amino Acid, a new medicine to Laos, AMIYU.



Dr.Kriengsak also visited Ai Ken Pharma Booth and explained how he used AMIYU in Thailand to our team as well. We deeply appreciate Dr.Kriengsak to come to Laos for our future treatment in this oportunity. AMIYU is produced in Shirakawa Factory of EA Pharma, Japan and import to Laos directly to support Laos doctor treatment for CKD patients.

New Year Celebration

Ai Ken Pharma Laos



Happy new year for both Laos and Cambodia. Ai Ken Laos and Cambodia celebrated new year of 2019 at each country. Ai Ken Cambodia celebrated in teh office with a whole team with pray for best wishes for the new year and celebrated on April 10th. Ai Ken Laos initiated the traditional Basi ceremony to give best wishes to the

Ai Ken Pharma Combodia



company and our team, customer and clients. After Basi ceremony, we had lunch together, enjoyed poured water on each other. Ai Ken Pharma has best wishes to you and your family to have good Healthy, success in your wish and goal on working or businesses, and also be rich and happiness. Thank you very much.

Ai Ken Crew Snap shot



Profile:

Name: Mr. Phirith Din
 Position: Medical Sales Representative, Pharmacy Channel, Ai Ken PHarma Cambodia
 Born and grown up: Prey Veng Province, Cambodia
 Education: Marketing, IIC University of Technology.

Today we would like to introduce Mr. Phirith Din, our Medical Sales Representative, Pharmacy Channel in Ai Ken Pharma Cambodia.

What is your career experience?

During my time at university, I was working at Canteen in University. After finishing school, I start working at Good Hill enterprise as Tuk Tuk sales of Dutch Milk for 1 year. Then I start wroking at DKSH as marchander of Pedisure, Abott, 2016 for half a year. Then I moved to PPCP Pharma as sales of GI, Diabetic, Cardio product for 1 year, then moved to Y-Med to sell Dermatology, Antibiotic, Cardio product for 8 moth. I finally move to Ai Ken Pharma May 2018.

What motivate you to work with Ai Ken Pharma?

My excolleagues introduced me to Ai Ken Pharma. I was a bit tired of unfair system of my former company with Indian management so Japanese company sounds very fair and high quality to me. Ai Ken Pharma provides us a lot of training with new knowledge to me such as call plan, system, how to communicate with customers, Territory strategy, and so on. I also like strict policy of Ai Ken Pharma which gives fairness to all of us equally.



When do you feel happy on your work?

I feel happy when I achieve target for sales or collection or sometimes SKU. Also happy with good relationship with customers.

What is your challenge on your job?

Ai Ken Pharma is a new company in Cambodia, so to make our customers trust our brand is my challenge. Also we have very specific focus segment in Medical Channel. So how Pharmacy channel can follow up with Medical Channel with prescription is another challenge for me. This takes time but I am sure we will make it better.



What do you do on your holiday?

I like to travel to nature, mountains waterfall or jungle with my friends. Also play football in the evening.

Is your sister also working for Ai Ken Pharma as promotion girl of Uniren Spray. Did you recommend?

Yes, my sister just finished highschool and move to Phnompenh to study Japanese language. It is a good opportunity for her to work in Ai Ken as we are Japan company, and I know Uniren promotion event, so safe for her as well. We both are happy to work for AKP now.

Any comment to customers

Thank you very much for your trust in Ai Ken Pharma, and trust in me. We will introduce more product soon, and create more trust and grow business together. Thank you very much.

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