



Launch of Chugai's New TV Commercial “Protect the Ordinary Days People Cherish” Featuring Kento Nagayama as a Researcher in “Chugai Innovation Lab”

TOKYO, December 23, 2021 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced that it has launched a new TV commercial series called “Protect the Ordinary Days People Cherish.”



Under its business philosophy of “Innovations all for the patients,” Chugai aims to add exceptional value through the creation of innovative medical products and services for the benefit of the medical community and human health around the world.

The setting for the commercial is an imaginary laboratory called “Chugai Innovation Lab,” where scenes from around the world are projected on different monitors. The actor Kento Nagayama, who plays the role of a researcher, and the robot “ChuLabo” are watching one monitor that shows a father and child on Sports Day. The researcher and robot ask themselves why they are pursuing innovation, and by watching the monitors, they realize their mission is to create new drugs to protect the ordinary days of people.

The new commercial expresses our stance and the hope of Chugai employees to meet the expectations of patients around the world who are waiting for effective treatments. We will do that by pursuing continuous innovation and contributing to their health and happiness. Chugai is advancing its growth strategy “TOP I 2030” with the aim of becoming a top innovator in the healthcare industry in 2030. We will continue to enhance awareness and understanding through branding activities and to build trust with our stakeholders.

[Main activities]

The rollout of the new corporate advertisement on TV commercial starts today and will be placed on the internet and SNS in Japan.

- URL: <https://youtu.be/r0fCf4OqIZ8> (Japanese Only)

[Performer: Kento Nagayama]

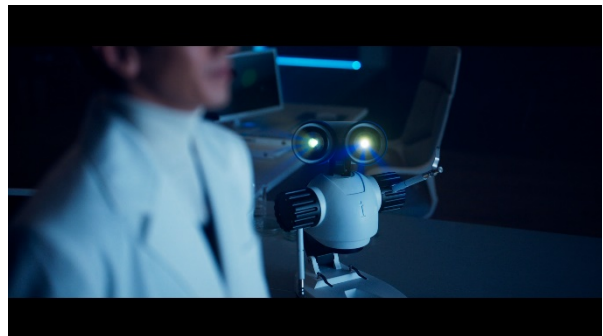
Actor. Born in Tokyo on March 7, 1989. In July 2007, made his drama debut in the NTV drama series "Ojiisan Sensei". Since then, he has appeared in a variety of films, including NHK's serial television series "Beppin-san," the historical drama "Idaten," the movie "Fuganai Boku wa Sora wo Mita," and "Life and Death by on the Shore". He will appear in TV Tokyo New Year Drama Special "Yasahii Ongaku" and the movie "Toge Last Samurai" to be released in 2022.

[CM Story]

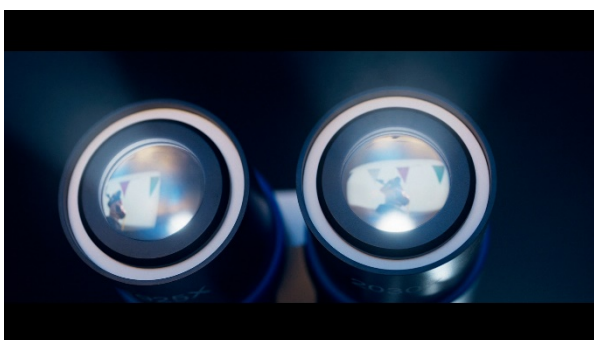
Protect the Ordinary Days People Cherish: Sports Day (30 seconds)



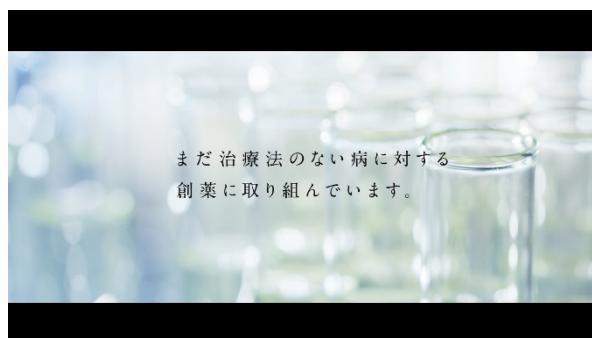
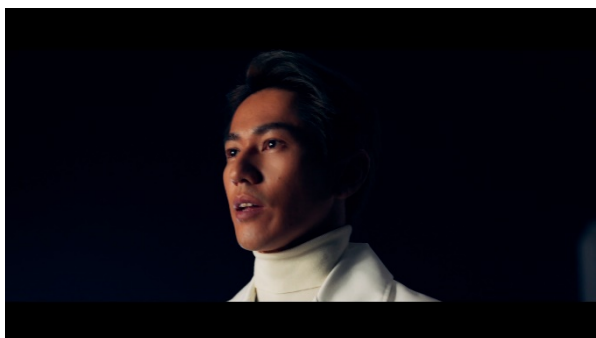
A monitor shows a father and son as they enter the field holding hands on Sports Day. Kento Nagayama, a researcher in Chugai Innovation Lab, gazes at the monitor.



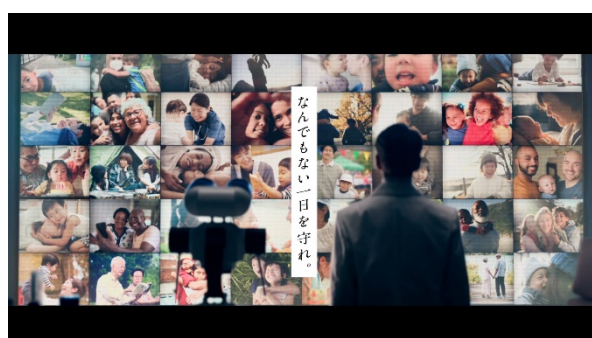
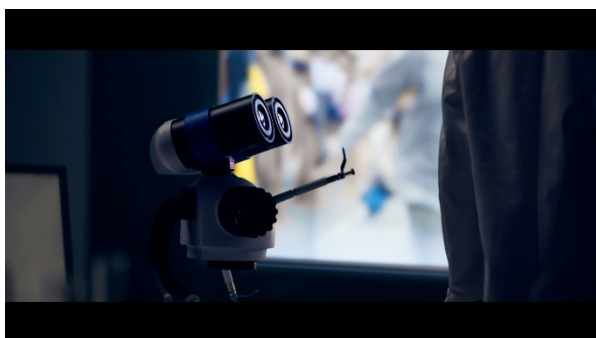
Last year, the father was hospitalized and couldn't attend Sports Day. ChuLabo, a microscope robot, appears and says to the researcher, "Dad is coming this year."



"Can medicine change the future of humanity?" ChuLabo asks. The father and son fall down.



The researcher takes a step closer to the monitor and says, "We are making someone's tomorrow." He explains his desire to deliver hope to patients and their families through the development of drugs.



"You're too serious," says ChuLabo in a human-like voice, while the researcher keeps a serious expression on his face." The two of them face the monitor again and resolve to continue their research today to protect the "ordinary days" of people.

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