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Genuair[®], a dry powder inhaler for COPD treatment, selected for iF UNIVERSAL DESIGN award for 2015

TOKYO, Japan (March 26, 2015) — Kyorin Pharmaceutical Co., Ltd. (“Kyorin”) (Head office: Chiyoda-ku, Tokyo, President: Mitsutomo Miyashita), a wholly owned subsidiary of KYORIN Holdings, Inc., announced that Genuair[®] a novel dry powder inhaler received the “universal design expert favorite 2015” and “universal design consumer favorite 2015” in this year’s iF UNIVERSAL DESIGN award (Germany). This inhaler is used for Eklira[®] Genuair[®], a treatment for COPD that received marketing authorization from the Ministry of Health, Labour and Welfare on March 26. Ease of use is an essential element of inhaled drugs which play an important role in the treatment of chronic respiratory disorders. With the drug and inhaler types becoming diversified in recent years, adherence to the drug regimen needs to be improved by having patients understand the correct use of the drug and inhaler and the necessity of continuing treatment. Against this background, the Genuair[®] inhaler was developed under the concept of ease of use for patients, which resulted in the receiving this honor.



■About Features of Genuair[®]

- 1) Designed with a feedback system, which through a 'colored control window' and an audible click helps confirm that the patient has inhaled correctly
- 2) Counter for remaining doses
- 3) Safety features such as an anti-double-dosing mechanism and an end-of-dose lock-out system to prevent use of an empty inhaler

■About the iF UNIVERSAL DESIGN award

The iF UNIVERSAL DESIGN award is an annual international award event established in 2008. It is hosted by iF UNIVERSAL DESIGN + SERVICE GmbH, which is based in Munich, Germany. Awards are given to designs of facilities, products, and information which enable use by any person regardless of cultural background, language, nationality, age, gender, or capability, and irrespective of the presence or absence of disability. The program consists of two sections: the “universal design expert favorite” and “universal design consumer favorite”. Winners of the former are selected by a jury of experts, while those of the latter are determined by a consumer jury. The awards are granted to products and services which are judged to be excellent in light of universal design principles.