

**Lighting up the Salonpas billboard at Shibuya Scramble Crossing
in blue to express gratitude to the Frontline Healthcare Workers.**

Hisamitsu Pharmaceutical Co., Inc. (Head Office: Tosu city, Saga Prefecture, Japan; President and CEO: Kazuhide Nakatomi, hereinafter referred to as “Hisamitsu Pharmaceutical”) announces that the Salonpas signboard at Shibuya Scramble Crossing will be lighted up in blue to express gratitude to the Frontline Healthcare Workers who are working to treat patients infected by the Covid-19.

#Light it Blue is a program originated in United Kingdom to express gratitude to the healthcare workers during the COVID-19 outbreak and now becoming a national movement. In Japan, the MAKE IT BLUE JAPAN Executive Committee is promoting the "LIGHT IT BLUE Campaign" to express gratitude to the healthcare workers by lighting up the city in blue and Hisamitsu Pharmaceutical will also support this initiative by Lighting up the Salonpas billboard at Shibuya Scramble Crossing in blue.

■Activity Summary

- Location : In front of Shibuya Scramble Crossing (Shibuya-ku, Tokyo)
- Period : May 15 (Fri) onwards and for the time being
- Time : 30 minutes before sunset to 24:00

■Salonpas signboard in front of Shibuya scramble intersection

<Normal>



<Blue Light Up (Image)>



Also, at our Hisamitsu Pharmaceutical Museum * (on the premises of the head office), we have been carrying out the blue light up since April 20.

■Hisamitsu Pharmaceutical Museum

<Normal>



<Blue Light Up>



* Opened in February 2019 to introduce the history of our company.

In our overseas bases in the United States, Philippines, Indonesia, Singapore, Thailand, Malaysia, Hong Kong, Taiwan, etc., we are engaging in activities such as donating our products to healthcare workers who work for the society in this difficult times.