

## ONO begins Airing New Commercial “Rising to the challenges of Immuno-Oncology” in Japan

Osaka, Japan, October 1, 2024 – Ono Pharmaceutical Co., Ltd. (Headquarters: Osaka, Japan; President: Toichi Takino; “Ono”) today announced that it will begin airing its new commercial “Rising to the challenges of Immuno-Oncology” in Japan from October 2, 2024.



### Concept Behind the New Commercial’s Title “Rising to the challenges of Immuno-Oncology”

For more than 300 years since its establishment in 1717, Ono has been taking on the challenge of researching and developing pharmaceuticals and generating innovative new drugs under the corporate philosophy “Dedicated to the Fight against Disease and Pain.”

In the 1990s, Ono participated in a joint research project with a university and took our first step into the field of Immuno-Oncology. At the time, Immuno-Oncology was still considered uncharted territory in medicine, and the fact that there were many negative opinions about it made research and development extremely difficult. Nevertheless, we did not give up our efforts as we were driven by our strong desire to contribute to patients. With the thought of expressing our ongoing commitment in the field, this commercial was created to reflect on our journey as a pioneer in the field of Immuno-Oncology who took on the challenge in making breakthrough for drug discovery of giving new hope to and generating new treatment options for patients fighting cancer.

### About Ono Pharmaceutical Co., Ltd.

Ono, headquartered in Osaka, Japan, is an R&D-oriented pharmaceutical company committed to creating innovative medicines in specific areas. Ono focuses its research on oncology, immunology, neurology and specialty research with high medical needs as priority areas for discovery and development of innovative medicines. For more detailed information, please visit the website (<https://www.ono-pharma.com/en>).

## Outline of New Commercial

Title: "Rising to the challenges of Immuno-Oncology"  
Initial Broadcast: October 2, 2024 (Wednesday)  
Special Website: <https://www.ono-pharma.com/en/company/cm-special2>  
YouTube:  
■ 30 seconds version <https://youtu.be/V5LkN2jvmgo>  
■ 15 seconds version <https://youtu.be/6vIG1LLs3j8>

## Related Website Link

### CORPORATE SLOGAN

「BREAK THROUGH -Embrace the Challenge with ONO-」 [Special Website](https://www.ono-pharma.com/en/company/cm-special2)



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