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JCR Pharmaceuticals Co., Ltd.

JCR Pharmaceuticals Unveils New Corporate Tagline, “Life is Rare,” to Mark Its 50th Anniversary

Hyogo, Japan – September 29, 2025 – [JCR Pharmaceuticals Co., Ltd.](https://www.jcrpharm.com/) (TSE 4552; “JCR”), a global specialty biopharmaceutical company dedicated to developing therapies for rare and genetic diseases, today announced its new corporate tagline, “Life is Rare,” to mark the company’s 50th anniversary in September 2025.

Life is Rare

“Life is Rare” goes beyond a reference to rare diseases. It speaks to the irreplaceable value of every life, the unique dignity of each patient, the extraordinary challenges JCR chooses to address, and the company’s drive to deliver distinctive innovations and value. In this context, “Rare” is not confined to rare diseases; consistent with the corporate philosophy of “Beyond Rare Disease,” it reflects JCR’s resolve to take on the most complex healthcare challenges.

“‘Life is Rare’ distills the spirit that has guided us until now, and it sets the direction for our future challenges,” said Shin Ashida, Chairman, President and CEO of JCR Pharmaceuticals. “It is a commitment to continue taking on extraordinary challenges so that we can bring hope to as many patients as possible.”

JCR will use the new tagline as a guiding principle across all corporate communications and as a central pillar of its brand messaging worldwide. With “Life is Rare” at its heart, JCR will move forward into the next 50 years, working together to deliver new hope for patients and society.

About JCR Pharmaceuticals Co., Ltd.

JCR Pharmaceuticals Co., Ltd. (TSE 4552) is a global specialty pharmaceutical company that develops treatments that go beyond rare diseases to solve the world’s most complex healthcare challenges. We continue to build upon our 50-year legacy in Japan while expanding our global footprint into the U.S., Europe, and Latin America. We improve patients’ lives by applying our scientific expertise and unique technologies to research, develop, and deliver next-generation therapies. Our approved products in Japan include therapies for the treatment of growth disorder, MPS II (Hunter syndrome), Fabry disease, acute graft-versus host disease, and renal anemia. Our investigational products in development worldwide are aimed at treating rare diseases including MPS I (Hurler, Hurler-Scheie and Scheie syndrome), MPS II, MPS IIIA and B (Sanfilippo syndrome type A and B), and more. Our core values – Putting people first, Forging our own path, Always advancing, and Committed to excellence – mean that the work we do benefits all our stakeholders, including partners, patients and employees. We strive to expand the possibilities for patients while accelerating medical advancement at a global level. For more information, please visit JCR’s global website: <https://jcrpharm.com/>.

Contact:

Investors & Media:

JCR Pharmaceuticals Co., Ltd.

Corporate Communications

ir-info@jp.jcrpharm.com