

## Otsuka Pharma establishes health beverage subsidiary

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### With the aim of developing the market for health beverages in Mexico



Japan based Otsuka Pharmaceutical Co., Ltd. has announced the establishment of Otsuka Nutraceutical Mexico S.A. de C.V., with the aim of developing the market for health beverages in Mexico.

As a comprehensive healthcare company, Otsuka Pharmaceutical (Otsuka) contributes to the health and wellbeing of people worldwide with innovative products ranging from pharmaceuticals to foods and beverages for everyday health. Reflecting extensive accumulated expertise in the pharmaceutical business, Otsuka continues to support solutions for various health-related concerns through development of functional food and beverage products based on scientific evidence.

In Mexico, trends indicate an increasing interest in healthy eating habits and incorporation of regular exercise into daily life. The market for beverages is expanding, with an attendant increase in demand for healthier beverages. The decision to enter the Mexican market is based on Otsuka's desire to contribute to health and well-being by promoting awareness of the benefits of consumption of POCARI SWEAT, positioned as a healthy beverage, as a daily fluid replenishment source.

Through establishment of this new subsidiary in Mexico, the land where the idea for the development of POCARI SWEAT was triggered, Otsuka aims to build the POCARI SWEAT brand and expand the market for functional beverages, while supporting solutions for local health concerns from the unique Otsuka Pharmaceutical perspective.