

**DATE**

January 07, 2010

**SECTORS**

Healthcare

**DEAL TYPE**

M&amp;A Advisory

**DEAL LOCATIONS**

# DC Advisory advised Taisho Pharmaceutical Co. on the acquisition of the SEA operations of Bristol-Myers Squibb Co. and 97.97% stake in Bristol-Myers Squibb Indonesia Tbk



DC Advisory (DC) advised Taisho Pharmaceutical Co Ltd (Taisho) on the acquisition of Bristol-Myers Squibb's 97.97% stake in Bristol-Myers Squibb Indonesia Tbk (BMSI). Taisho also acquired the SEA operations of Bristol-Myers Squibb Co, namely the certain product registrations, trademarks and related assets of selected pharmaceutical and over-the-counter products sold primarily in Indonesia, Thailand, and the Philippines, as well as in other countries in the Asia Pacific region.

The antipyretic analgesic, (Tempra), and the anti-inflammatory analgesic for external use, (Counterpain), are brand assets. Tempra boasts a large share in the Indonesian and Philippines analgesic markets, and Counterpain holds a large share in the Indonesian and Thai anti-inflammatory analgesic for external use markets.

By merging knowledge, technology and sales know-how developed by Taisho, with the strong sales network built by BMSI in Asia, it will be possible to increase sales of both BMSI's products and Taisho's existing products.

With a manufacturing plant on a 25,440m<sup>2</sup> site in the suburbs of Jakarta, BMSI is expected to act as producer for Taisho's future business growth strategies within Asia.