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Janssen to adopt Johnson & Johnson brand as the Company celebrates 100 years of operating in the UK

Johnson & Johnson marks new era in the UK with updated visual identity

High Wycombe, UK (May 1, 2024) – Johnson & Johnson today announced it is updating its brand and uniting both its two business segments under the Johnson & Johnson brand name in the UK.

The announcement marks the next era for Johnson & Johnson in the UK, which is leveraging its expertise in innovative medicine and medical technology to prevent and treat complex diseases and introduce solutions that are smarter, less invasive and more personalised.

Moving forward, the Company's two segments will be more connected to the Johnson & Johnson brand. Janssen, the Company's pharmaceutical segment, will be known as Johnson & Johnson Innovative Medicine, and the medical technology segment will continue to be known as Johnson & Johnson MedTech. The changes are part of a global roll out of the new Johnson & Johnson brand, announced in September 2023.

The transition is happening at a time when Johnson & Johnson is celebrating its storied heritage and achievements over 100 years of operations in the UK. Johnson & Johnson has stood alongside the UK through world wars, disease outbreaks and natural disasters, proudly partnering with the NHS, healthcare leaders, clinicians, and patients to develop innovative treatments and technologies along the way.

Roz Bekker, Managing Director of Johnson & Johnson Innovative Medicine UK & Ireland said:

"Though our name for our pharmaceutical segment may have changed, our ambition hasn't. Over the past 100 years, our first responsibility has always been to the patients, doctors and nurses that we serve. Our support for the health system reaches back to before the inception of the NHS, and we recognise that only through enduring partnerships can we continue to make a positive difference to the lives of patients and their loved ones. As we look ahead to the future, we will continue to build on our legacy of care and innovation, delivering transformational medicines that improve patient outcomes and make a lasting impact on the healthcare sector in the UK."

Johnson & Johnson Innovative Medicine applies rigorous science with compassion to confidently address the most complex diseases in the areas of Oncology, Immunology, Neuroscience, Cardiovascular, Pulmonary Hypertension, and Retina, to develop the potential medicines of tomorrow.

The new Johnson & Johnson brand identity builds on the Company's legacy, while also modernising key elements to showcase healthcare innovation in a way that is inclusive and demonstrates the Company's ability to tackle the world's toughest health challenges. The updated brand will be rolled out across all company materials, product packaging, and branding assets over time.

ABOUT JOHNSON & JOHNSON

At Johnson & Johnson, we believe health is everything. Our strength in healthcare innovation empowers us to build a world where complex diseases are prevented, treated, and cured, where treatments are smarter and less invasive, and solutions are personal. Through our expertise in Innovative Medicine and MedTech, we are uniquely positioned to innovate across the full spectrum of healthcare solutions today to deliver the breakthroughs of tomorrow, and profoundly impact health for humanity.

Learn more at www.janssen.com/UK/johnson-johnson-innovative-medicine. You can also follow us on [LinkedIn](#).

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