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FOR IMMEDIATE RELEASE

Sun Pharma Joins the Second Annual “Hats On” Challenge to Raise Awareness for Actinic Keratosis and Skin Cancer Prevention

Encouraging proactive skin cancer prevention through collaboration and support every day is a fundamental part of Sun Pharma’s commitment to the skin cancer community

MUMBAI, INDIA and PRINCETON, NJ (May 18, 2026) – Sun Pharmaceutical Industries Limited (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, (together with its subsidiaries and/or affiliated companies, “Sun Pharma”) today announced its participation in the second annual “Hats On” Challenge—a collaborative social media initiative aimed at spreading awareness about actinic keratosis (AK), a common precancerous skin condition caused by long-term sun exposure.

Throughout May and on Global AK Awareness Day (May 24), people are encouraged to wear a hat and post a photo or video on social media using the hashtags #HatsOnForAK and #GlobalAKDay. The initiative was created to increase awareness about AKs, provide education on the importance of preventative skin health measures, and urge people to seek timely treatment.

“We are proud to join the skin cancer community in support of The Skin Cancer Foundation by taking part in this important public awareness and education initiative,” said **Frank Righetti, Vice President, Business Unit Head, Cutaneous Oncology, Sun Pharma**. “Skin cancer remains one of the most common cancers in the United States, with more than 5 million cases of skin cancer diagnosed each year. As a common precancerous skin condition, AK affects tens of millions of people annually. We are committed to empowering people to take proactive steps to reduce their risk for skin cancer and continue to build and expand resources to help those impacted by it feel supported during every day of their journey.”

Participation in the “Hats On” Challenge comes on the heels of Sun Pharma’s February 2026 launch of a skin cancer awareness campaign called “SUNday.” As part of that campaign, information and resources can be accessed on ItsSUNday.com, which was designed to make information about skin cancer, prevention, and supportive care more accessible and easier to understand.

“It’s estimated that more than 58 million Americans have one or more actinic keratoses. Recent studies have shown that the risk of AKs developing into squamous cell carcinoma increases over time, from about 9 percent within four years to about 17 percent at 10 years of follow-up,” explained **Deborah S. Sarnoff, MD, president of The Skin Cancer Foundation**. “Americans can prevent AKs simply by adopting a comprehensive sun safety strategy that includes daily sunscreen use, seeking shade during peak sunlight hours, wearing sun-protective clothing and sunglasses and, of course, wearing a wide-brimmed hat.”

About Actinic Keratosis (AK)

AK is a common precancerous skin condition caused by long-term sun exposure. It affects tens of millions of people annually, particularly older adults and those with fair skin. AKs appear as rough, dry, and scaly patches on the skin that signal underlying ultraviolet damage. These spots can vary in size from a tiny pinhead to a quarter and are commonly found on sun-exposed areas such as the face, scalp, arms, and hands.

About Sun Pharma in Cutaneous Oncology

For more than two decades, Sun Pharma has built on its established leadership in dermatology to advance care for people impacted by skin cancer. Working in collaboration with the broader skin cancer community, the company is focused on addressing needs across the disease continuum—from precancerous conditions to advanced skin cancers. With a dedicated cutaneous oncology team and a growing focus in specialty medicines, Sun Pharma applies scientific rigor, real-world insight, and partnership to support meaningful progress in care and improve continuity for patients, caregivers, and clinicians.

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050)

Sun Pharma is the world's leading specialty generics company with a presence in Innovative Medicines, Generics and Consumer Healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the U.S. as well as Global Emerging Markets. Sun's high growth Innovative Medicines portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for about 20% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across six continents. Sun Pharma is proud of its multi-cultural workforce drawn from over 50 nations. For further information, please visit www.sunpharma.com and follow us on [LinkedIn](#) & [X](#) (formerly Twitter).

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