



# Information Meeting

February 27, 2009

Eisai Co., Ltd.

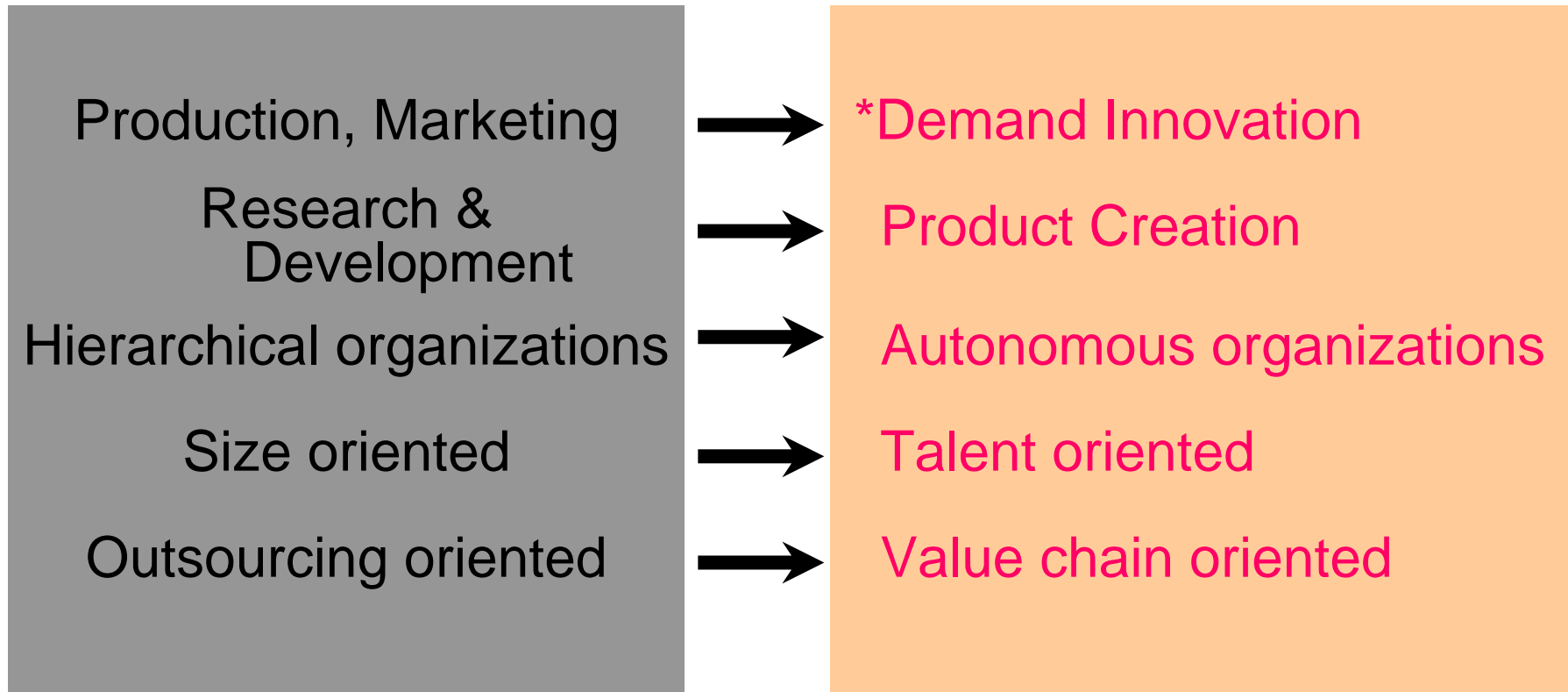


# Safe Harbor Statement

- Materials and information provided during this presentation may contain so-called “forward-looking statements.” These statements are based on current expectations, forecasts and assumpti

# Creating a New Business Model

- Pursuing the E-Pharma Model -



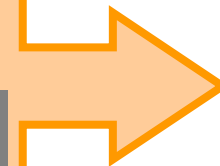
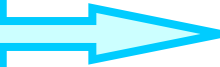
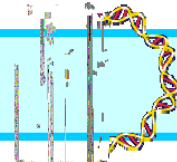
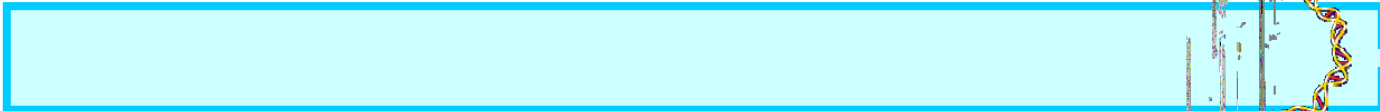
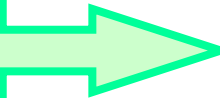
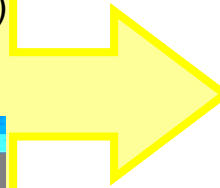
\* Demand innovation is to understand customers' priority among urgent, potential and related issues and provide products/information/services improving quality of life to proactively respond to those issues.  
(Eisai's original definitions based on text by Mr. Toshiaki Izeki, Emeritus Professor at Keio University)



	<p data-bbox="1003 1171 1541 1209"><u>Approved for oral disintegration</u></p> <p data-bbox="1111 1209 1433 1248"><u>Approved for liquid</u></p> <p data-bbox="1234 1248 1308 1286">Jelly</p> <p data-bbox="1093 1286 1451 1324">Sustained release (SR)</p> <p data-bbox="1126 1324 1417 1362">Transdermal patch</p>
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## Small Molecules

Cytotoxic ([Gliadel® Wafer](#), [Hexalen®](#))  
Cell anti-proliferation/differentiation induction ([Targretin®](#), [Panretin®](#), [Dacogen®](#))  
Novel anti-mitosis (E7389)





## Demand Innovation at Eisai (3) - Providing Epilepsy Treatment Options in Europe -

Approximately one-third of patients suffering from epilepsy cannot manage seizures with their existing monotherapy anti-epileptic agent

- Enhancing product portfolio with anti-epileptic agents with different mechanisms of action; evaluating new indications
  - Entered into epilepsy field with launch of ZONEGRAN® (June 2005)
  - Launched INOVELON® for adjunctive therapy in Lennox-Gastaut Syndrome (LGS) (May 2007)
  - Launch of ZEBINIX® (expected in FY2009)
  - Development of E2007 (targeted submission in FY2012)

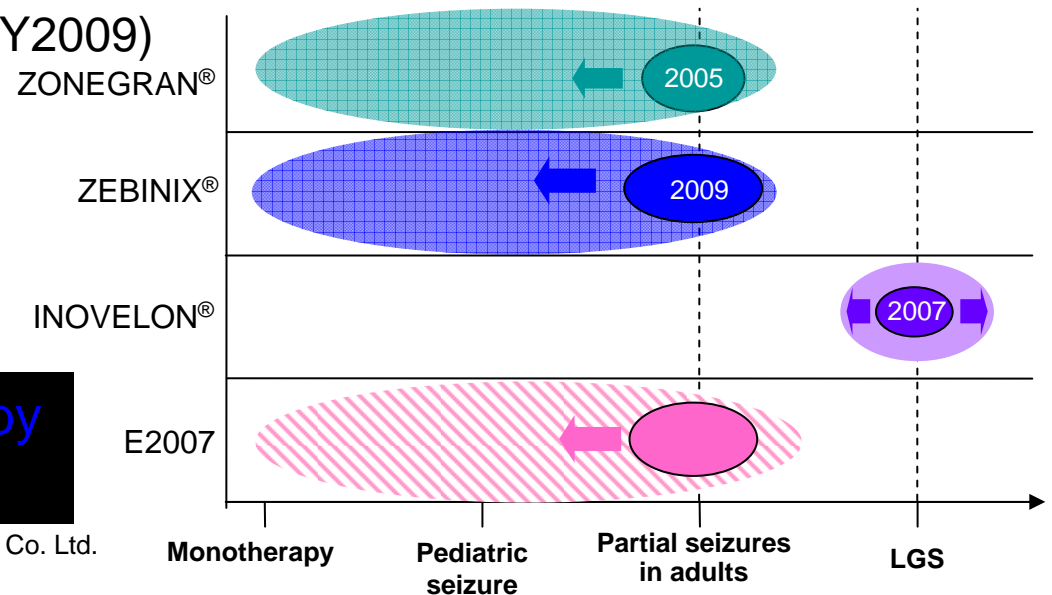


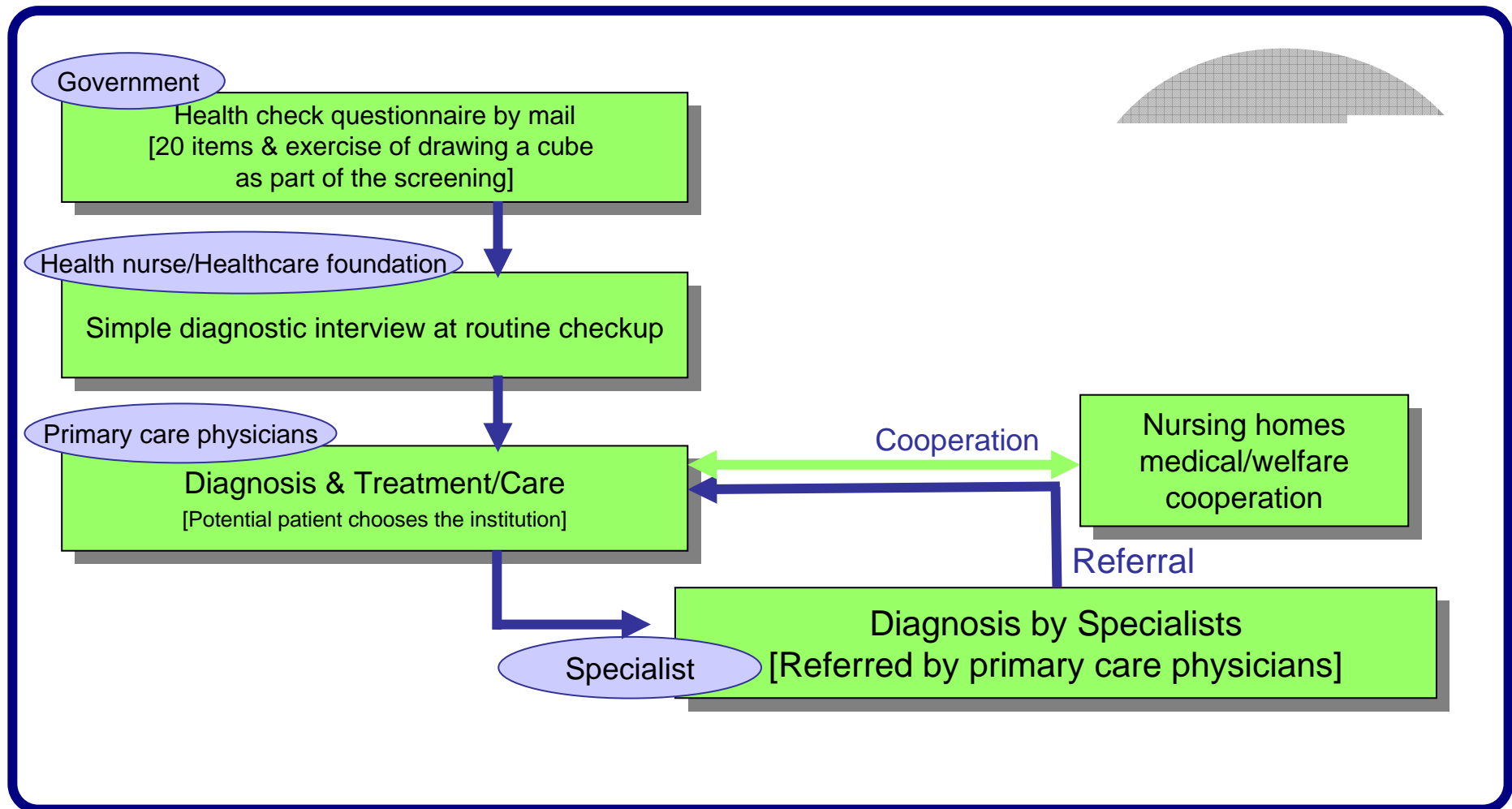
Aim to create demand innovation by fulfilling unmet medical needs

ZONEGRAN® is a registered trademark of Daiinippon Pharmaceutical Co. Ltd.

ZEBINIX® is a registered trademark of Bial - Portela & Ca, S.A.

Epilepsy-related product development areas (Europe)







# Transformation from Research & Development to Product Creation





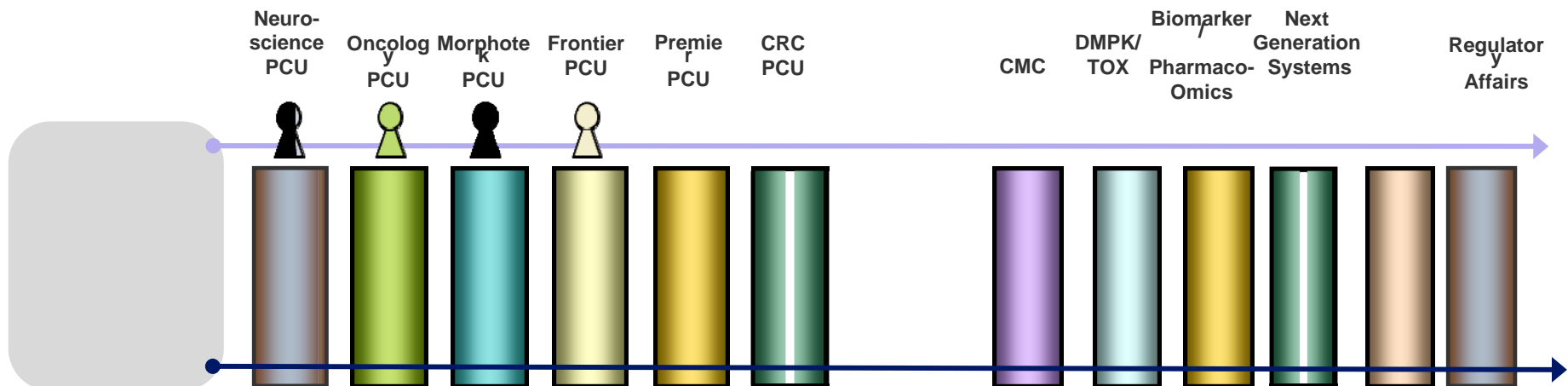
# New Organizational Structure for Product Creation

## Three Components:

Product Creation Units (PCUs): accountable for discovery to NDA filing of cutting edge innovative drug candidate with timely speed in specific area.

Core Function Units (CFUs): accountable for maintaining world class functional capability (operational, technological and regulatory) and promoting drug candidates as an equal partner to PCU.

CEO Office: accountable for production creation structure, corporate portfolio management and inter-unit coordination.





Aiming to potentially improve survival rate by inhibiting endotoxin, a cause for sepsis  
**E5564**

Aiming for potential survival benefit and convenience of bolus administration;



Antibody agent aiming for its potential survival benefit by extending the time until relapse in ovarian cancer

MORAb-003

farletuzumab: Anti-cancer agent/Monoclonal antibody to folate receptor alpha

- Expecting FPI (First Patient In) for platinum-sensitive relapsed ovarian cancer during FY2008 (U.S. & Europe: Phase III in preparation)
- Patient enrollment for platinum-resistant ovarian cancer initiated in January 2009 (U.S.: Phase II)

Antibody agent aiming for its potential survival benefit against refractory pancreatic cancer and mesothelioma

MORAb-009

Chimeric monoclonal antibody for mesothelioma

Aiming for its potential efficacy against melanoma which may not be obtained by other existing VEGF receptor tyrosine kinase inhibitors

E7080

Anti-cancer agent/VEGF receptor tyrosine kinase inhibitor (US & Europe: Phase II, Japan: Phase I)

- Initiated patient enrollment in Phase II trial for thyroid cancer (U.S.)
- Initiated patient enrollment in Phase I trial for non-small cell lung cancer (Japan)
- Observed tumor reduction in Phase I trial for melanoma, where it is difficult to show efficacy with existing tyrosine kinase inhibitors; planning for Phase II/III trials in the U.S. and Europe, aiming for prompt submissions

Aiming for a potential treatment of thrombocytopenia in oral formulation, possibly replacing platelet transfusion

AKR-501

Aiming as the next-generation AD treatment potentially modifying progression; one step toward basic remedy

E2012





# Regional Strategies

## Japan Business

Further Promotion of  
JBHQ (Japan Business Headquarters) Structure

# Creating Unique Model through JBHQ\* Structure

Trends in current medical care in Japan

Prevention

Intervention

Innovation

Improving Quality and Quantity of Products/Information/Services  
through Integrated Operation of Four Businesses Units in JBHQ

Prescription drugs:

providing information on current treatments

- Providing products and information swiftly to patients by establishing evidence on innovative treatment and incorporating it into treatment guideline
- Providing educational information to patients and prescription pharmacies with overviews in trends of medical care including medical checkups, diagnosis and treatment

Generics: collaborating with Elmed Eisai Co., Ltd.

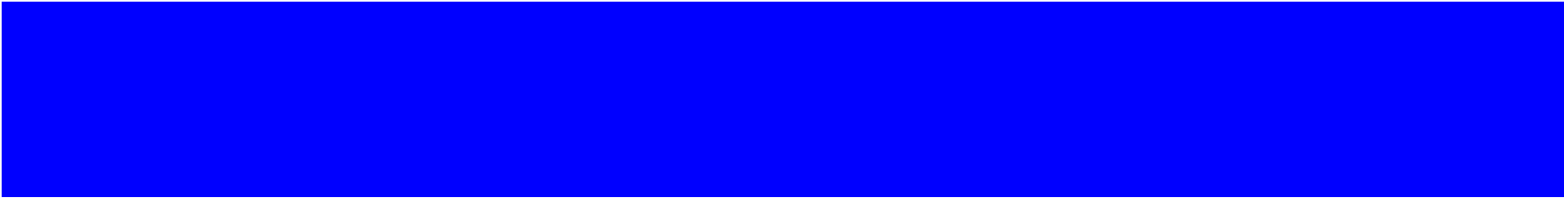
- Sharing intelligence between Eisai MRs and Elmed Eisai MRs in order to achieve smooth collaboration
- Providing high-quality products of Eisai group
- Providing high-quality and accurate information through MR activities of both companies

OTC: providing information to drugstores  
and prescription pharmacies

- Providing integrated information and services to ethical pharmacies
- Emphasizing promotion of Eisai OTC products targeting prescription pharmacies
- Developing product lineup that supports prevention and self medication areas

Diagnostics: collaborating with  
Sanko Junyaku Co., Ltd.

- Combined use of various products  
HUMIRA® & KL-6®  
Glakay® & Picolumi ucOC®  
Warfarin® & CoaguChek® etc.







# Growth Strategy that Emphasizes Provision of New Patient Value through Innovation

## Expanding Eisai's Presence in Oncology and Critical Care Areas



- Target to achieve \$4 billion sales in FY2009, two year ahead of original DLP
  - Further expansion of sales of Aricept® and legacy-MGI products
  - Target to achieve \$1 billion-level sales of Aciphex®
- Developing business platform that responds positively to market changes under new administration

- Increase in prescription-drug volume due to expansion of insurance coverage by government
- Health policy that values innovative drugs

- Intensifying healthcare cost containment by government
- Change in patients' consultation behavior due to the severe recession



Accelerating transformation into oncology and critical care areas through provision of solid patient value generated by innovation (E7389, E5564, legacy-MGI products, etc.)

3Q FY2007

3Q FY2008





# Aricept® & AcipHex® Increasing Patient Value



- Transdermal Patch Formulation (Phase I, target an NDA submission within FY2009)
  - Enable benefit to AD patients who experience difficulty in swallowing, reduce burden of caregivers



# European Business

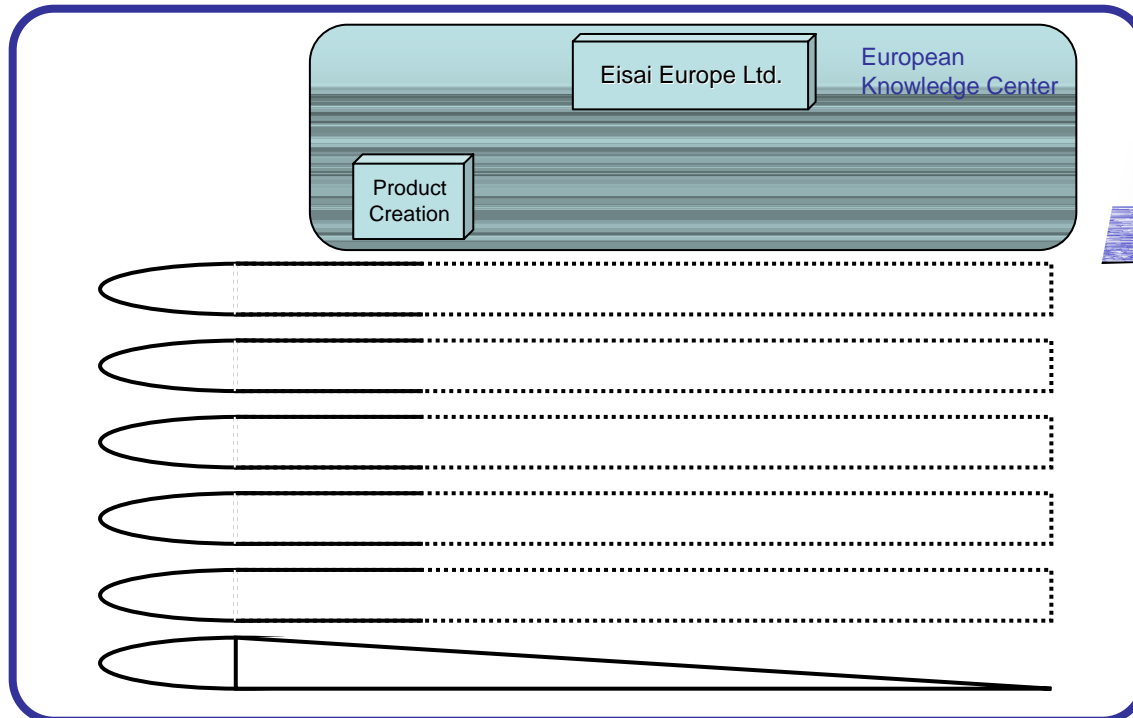


# European Business

## New European Business Model (High Efficiency Model)

- Transforming to a unique business model having high efficiency and productivity
  - Centralized shared services such as marketing, medical, finance, IT
  - Sales subsidiaries in each country to focus on sales, pricing and reimbursement
  - Exclusive management structure set forth for newly entered countries, the Central and Eastern European (CEE) countries and others, for rapid expansion and development

### European High Efficiency Business Model





# European Business



## European Knowledge Center as the Core of High Efficiency Model in Actual Operation

- Having completed the construction of manufacturing plant, laboratories, office buildings and common facility, we have co-located discovery research, clinical research, manufacturing, marketing and European headquarters functions at European Knowledge Center in Hatfield, UK
- Realizing stable supply of high-qual



# Regional Strategies

## China & AOME Business



# China Strategies



Proactively enriching the product portfolio that meets the specific needs of the region and specific disease structure

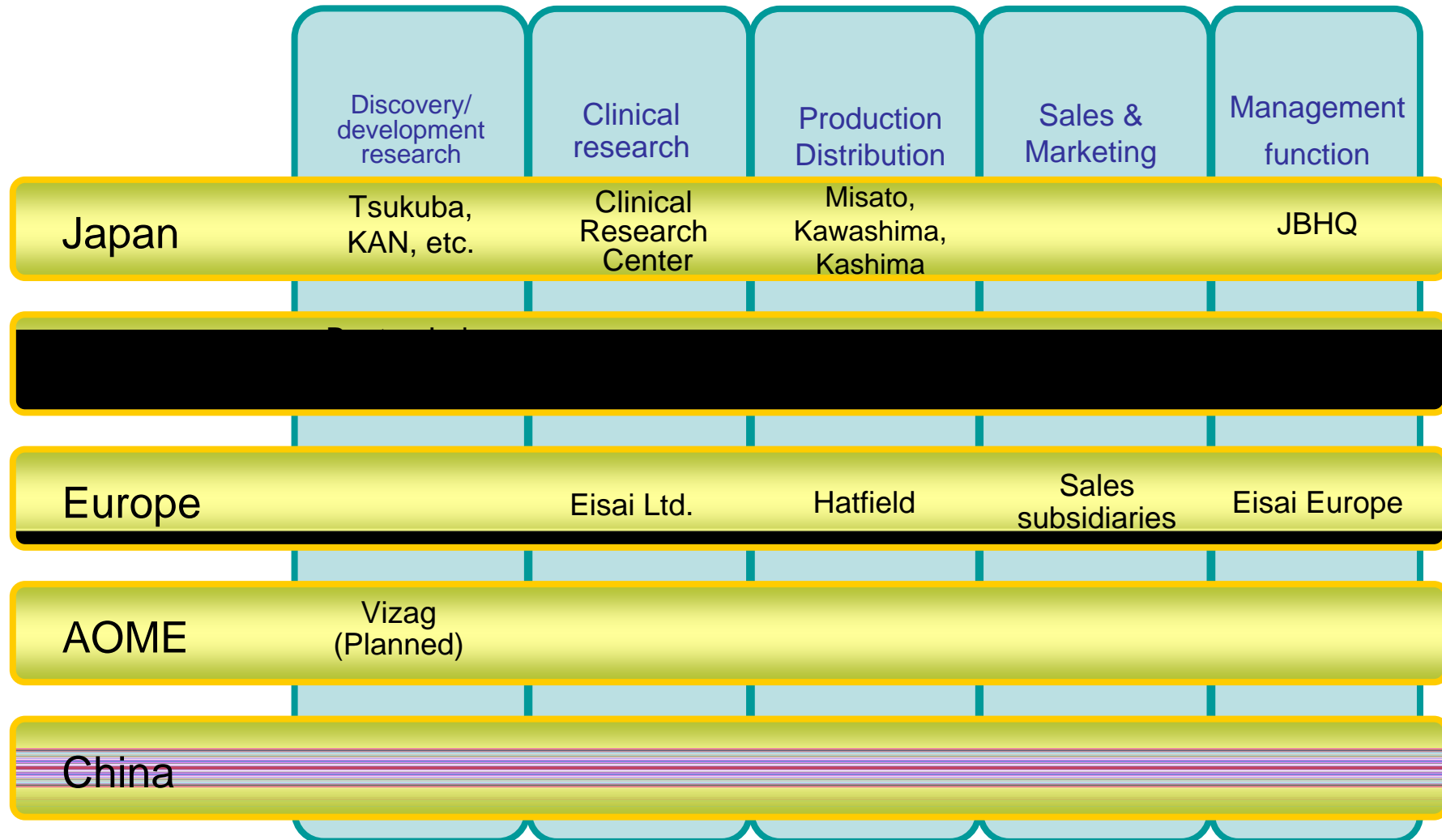
- **Expanding market coverage by reinforcing MRs**
  - Target for FY2011:  
MR: 540 to 1,000  
Covered areas: 100 to 130 cities  
Hospital coverage: 2,300 to 4,000 hospitals (mainly middle-to-large hospitals)
- **Product lineup that corresponds to the disease structure**
  - **GI area: Contributing to patients' disease management/treatment by expanding product lineup**
    - Hepatic diseases**
      - Liver disease/allergy disease agents: Stronger Neo-Minophagen® C, Glycyron® Tablets
      - Anti-hepatitis B agent: clevudine (preparing for Phase III)
      - Hypoalbuminemia improvement agent: LIVACT® Granules (License agreement executed on February 10, 2008)
    - Gastrointestinal diseases**
      - Proton pump inhibitor: Pariet®, gastritis and gastric ulcer: Selbex®
  - **Endo & Orthopedic area: Further contributions to improve patients' quality of life**
    - Diabetes**
      - Peripheral neuropathy treatment: Methycobal®, rapid-acting insulin secretagogue: Glufast®, diabetic neuropathic pain treatment: alpha-Lipon 300 STADA®
    - Musculoskeletal diseases**
      - Vitamin K<sub>2</sub> preparation for osteoporosis treatment: Glakay® (targeted for launch in FY2009)
      - Myotonic symptoms improvement agent: Myonal®







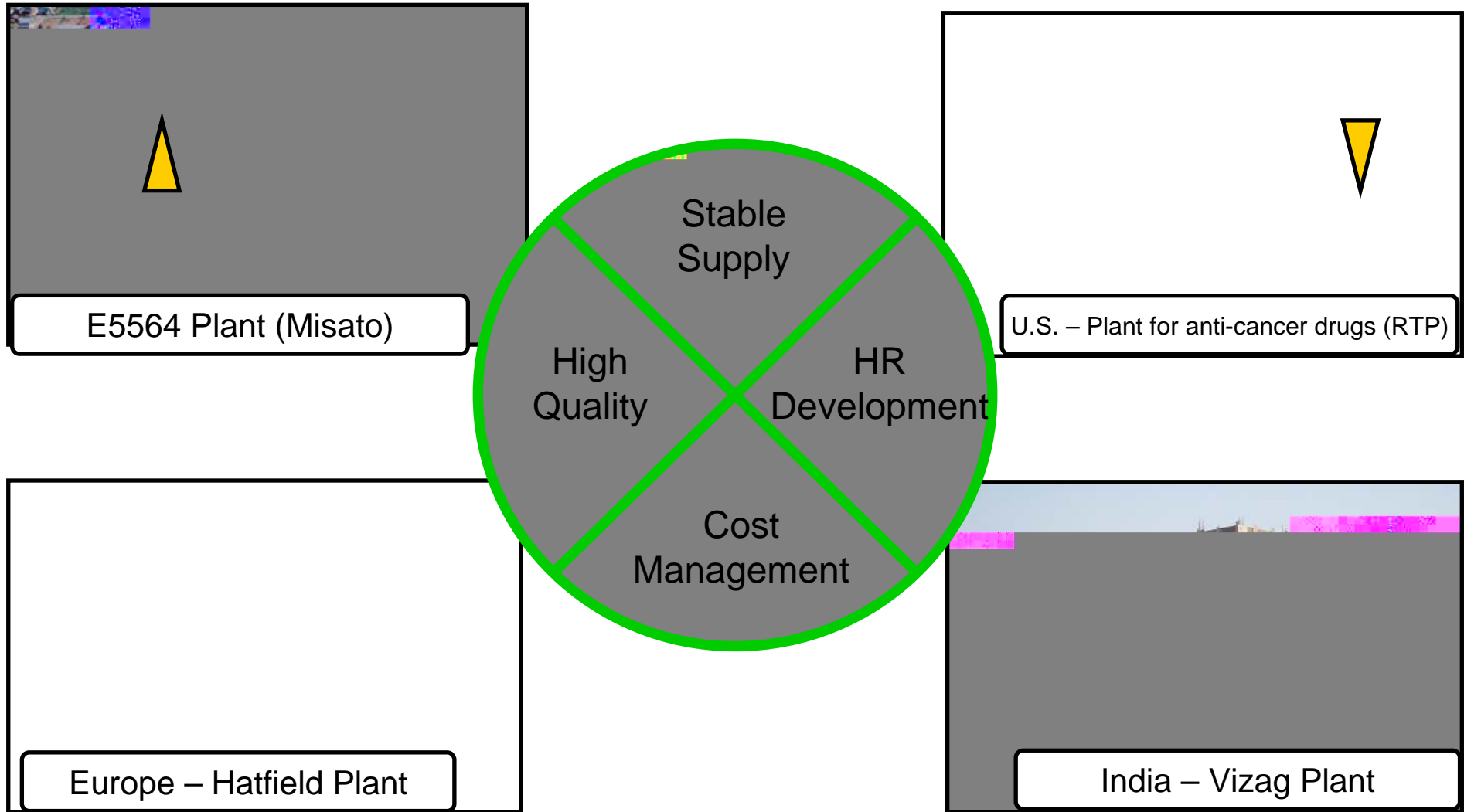
# Continuous Investment in Value Chain





# Production as the Key Element of Full Value Chain

Continuous Investment Going Forward





# Transformation of Business Structure led by the New Business Model



# Innovation of Business Structure by Transformation into the E-Pharma Model

Demand Innovation / Product Creation / Autonomy /  
Talent / Value Chain

