

*hke*  
*human health care*



# Focus Points of Proactive Approach for Recovery from Bottom-out in FY2013



## Focus on growth drivers

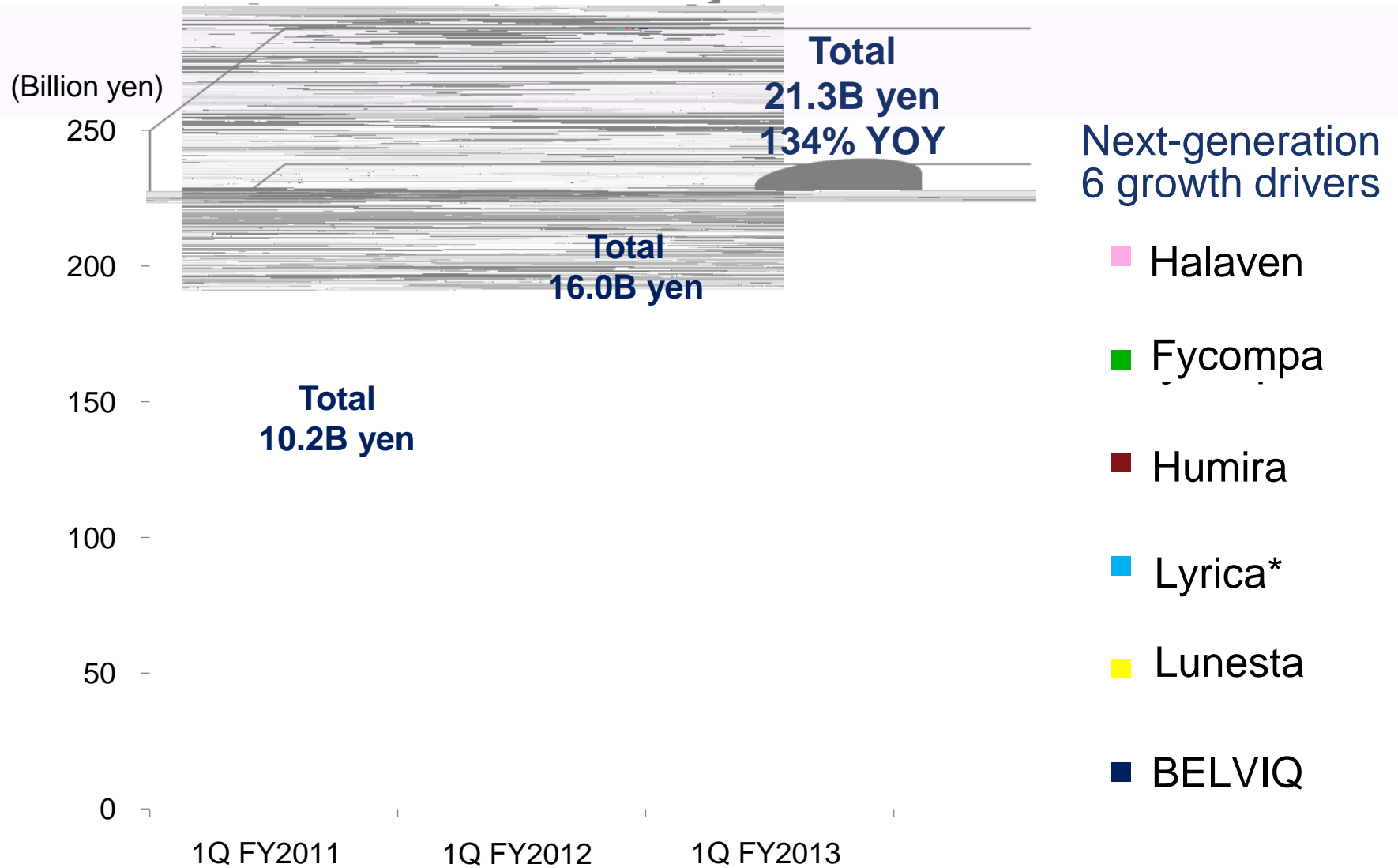
Seek 115B yen sales and 172% YOY for next-generation six products  
Launch BELVIQ and Fycompa in the U.S.  
Aim for over 20% growth in China and Generic Businesses

## Forecast for FY2013 financial results

Sales	578.0B yen (101% YOY)	ROE	11.5%
Operating income	78.5B yen (111% YOY)	EPS	186.6 yen
Net income	53.2B yen (110% YOY)	Dividend	150 yen
Pharma EBIT*	206.0B yen (108% YOY)		
Cash income	100.0B yen (99% YOY)		



# Sustainable Growth of Next-Generation Six Products will Drive Recovery from Bottom-out





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R&D milestone  
payment

Quintiles POC<sup>2</sup>  
achievement  
BAN2401 Ph. II  
initiation  
E7438 Ph. I/II

# Successful Start to FY2013 for Eisai Japan



## Eisai Japan 1Q FY2013

**Strong start toward achieving FY2013 target**

**Net sales achieved 102% of target**

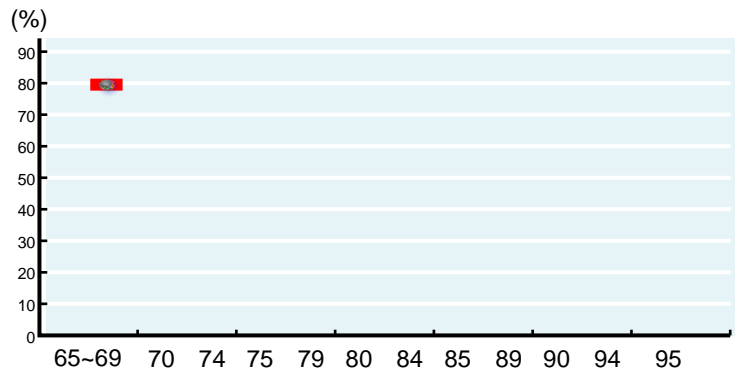
(1.8B yen over)

**100% YOY**

(Generic Business: Net sales 5.8B yen, **sustained 131% growth**)

**Segment profit achieved 118% YOY**

2 newly established *hhc* units based on patients' medical consultation  
MR activities in all 259 medical consultation areas are steadily ongoing





# Continuous Commitment to Patients through Aricept in Japan



## Initiation of potential patients to AD treatment

Operate specialized activities fitted to local situations at 238 medical consultation areas, aiming for patients to seek early medical consultation

Enhance disease awareness activities through “e-65.net”<sup>\*1</sup> and “Dementia Forum for New Era”<sup>\*2</sup> for consumers

## Provide community support services for dementia

Increase commitment to support community networking along with 5-Year Orange Plan<sup>\*3</sup>

Seek to establish patient support program in the community to help provide early medical consultation and proper information

## Contribution to patients through Aricept

Aim to create innovative evidence on Aricept’s contribution efficacy to help prolong the length of staying at their own home/ healthy life-span for AD patients

Plan to hold knowledge sharing meetings with pharmacists to help improve patients’ adherence rate

64,000 new patients started treatment with Aricept (4Q FY2012: 56,000)<sup>\*4</sup>

Improved adherence rate: 4 weeks adherence: 69.8% (September 2012) to 70.6% (April 2013)<sup>\*4</sup>

## Solid achievement of 1Q FY2013 target through Eisai Japan’s new business model

\*1: e-65.net: Dementia information website for consumers

\*2: “Dementia Forum for New Era”: Dementia forum for consumers co-sponsored by Eisai

\*3: Orange Plan: Dementia support program (2013-2017) prepared by the Ministry of Health, Labor and Welfare

\*4: Internal estimate

# Continuous Commitment to Patients through Halaven in Japan



## Utilization of evidence

Expand contribution to MBC\*1 patients by focusing on the clinical significance of a series of clinical studies, including two large-scale clinical studies, Study 305 (EMBRACE) and 301, and Phase II study in Japan  
Seek contribution to MBC patients in earlier lines through discussing Halaven's new data (potential inhibitory effect on tumor metastasis hypotheses, QOL) presented at AACR\*2 and ASCO\*3

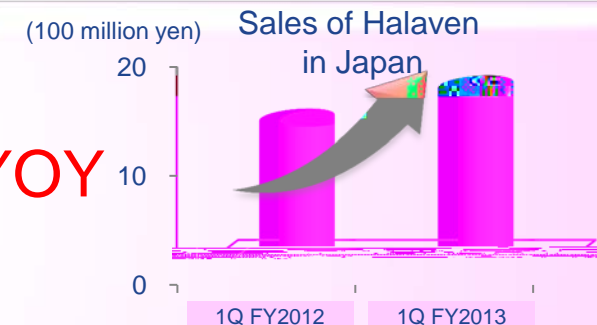
## Strengthened approach to customers

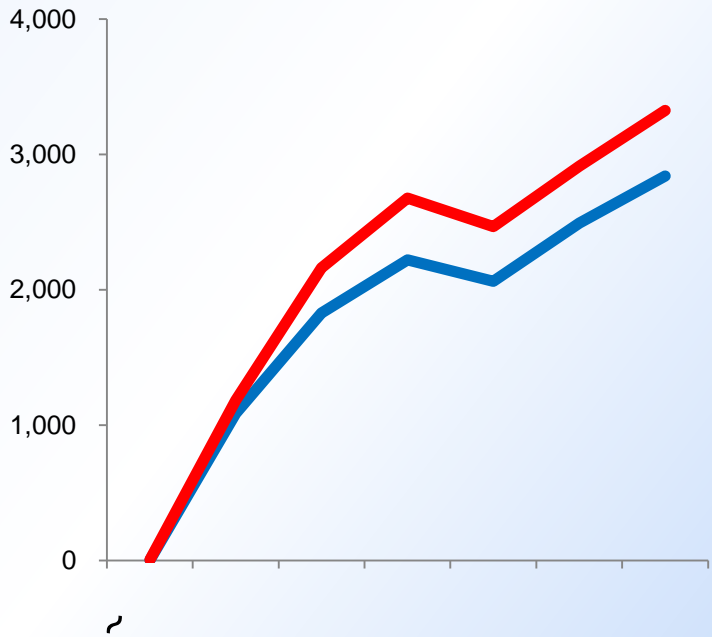
Strengthen approach to surgeons, who account for more than half of all doctors that treat breast cancer  
Respond flexibly to medical needs based on local characteristics, including hospital-clinic collaborations and hospital-hospital collaborations, under the new business model which focus on patients' consultation behavior and collaborations among medical institutions for cancer treatment

## Creation of evidence from Japan

Accelerate creation of evidence to seek increase in share in earlier lines of MBC treatment, including neo-adjuvant treatment  
Accelerate creation of evidence as a first choice in recurrent breast cancer patients previously treated with AT\*4

**Halaven sales in Japan achieved 123% YOY due to the new strategy to focus on broad medical districts**

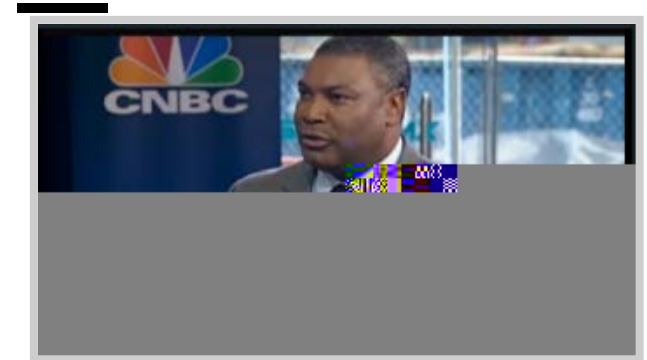




# Public Awareness



- **News coverage of availability of BELVIQ reached over 300 million people**
  - Over 100 **TV segments**
  - Over 300 **news sites** picked up the press release, reaching 74 million readers
  - 17 million **radio** listeners reached through radio news segments
  - Featured on Times Square and Las Vegas **Jumbotron**
- **Availability covered by:**  
The New York Times, The Wall Street Journal, Reuters, FOX Business, Bloomberg TV, CNBC, ABC News, etc.
- **Satellite and Radio Media Tour**
  - Reached 2.8 million people via interviews featuring weight management KOLs**
- **BELVIQ website for healthcare professionals has experienced a higher than expected traffic**
  - Over 100,000 unique visits** in first month





# New Clinical Data Presented at American Diabetes Association in June

Efficacy for weight loss confirmed by an additional analysis



# China to Drive Growth

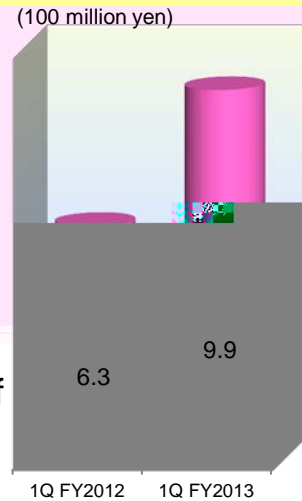


## 1Q FY2013 Sales: 7.0

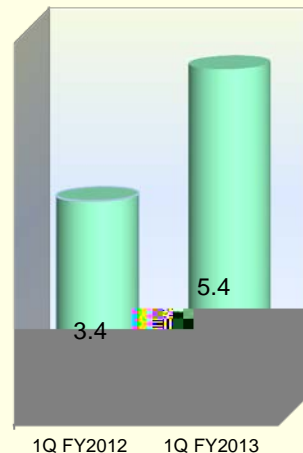
### Rapid aging of society

Established 128 memory clinics

Communicating the importance of early diagnosis and treatment through disease awareness activities



- Enhance maximization of product value since start of independent promotion
- Provide support for improvement in endoscopic technology in China



### In-house established products

1Q FY2012 1Q FY2013

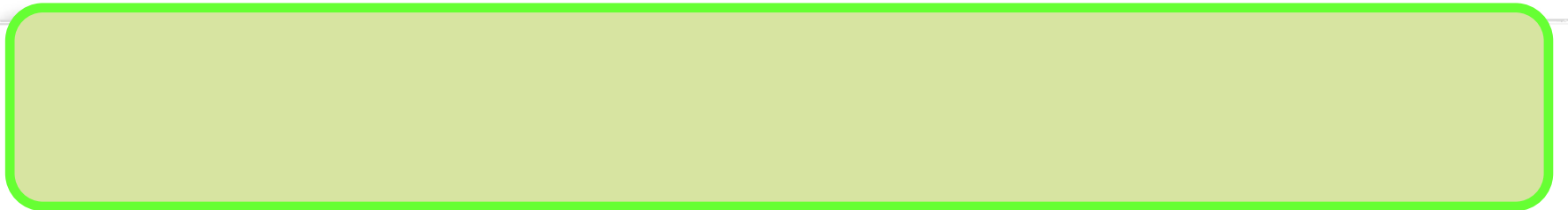






# Next-Generation Product Creation

Product creation by leveraging partnerships



# Next-Generation Product Creation



Steady progress in investigational lenvatinib through strategic partnership

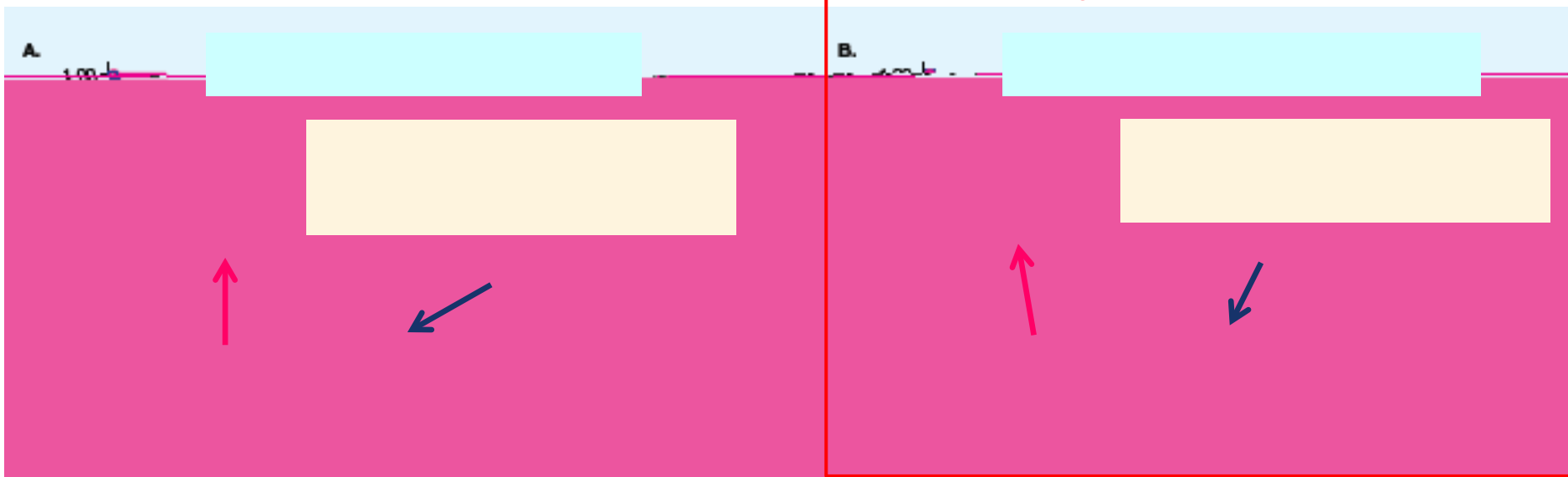
## Lenvatinib

In-house developed, oral, molecular-targeting agent with a unique inhibitory profile of receptor tyrosine kinases

In-house POC (thyroid cancer, hepatocellular carcinoma, and endometrial cancer) and additional important POC achieved through strategic partnership with Quintiles

Phase II study results for melanoma<sup>\*1</sup> (presented at ASCO<sup>\*2</sup>)

Stratified analysis of wild-type BRAF demonstrated a statistically significant 3.9-fold increase in PFS



19 \*1 The most common Grade 3/4 adverse events in the lenvatinib + dacarbazine arm were hypertension (26%) and neutropenia (10%)  
\*2 ASCO: American Society of Clinical Oncology in June 2013 \*3 PFS: Progression-free survival



# Next-Generation Product Creation

Steady progress on investigational E7438 in oncology pipeline through strategic partnership



## E7438 Investigational anticancer agent targeting histone methyltransferase

The world's first Phase I/II clinical study of an EZH2 inhibitor initiated

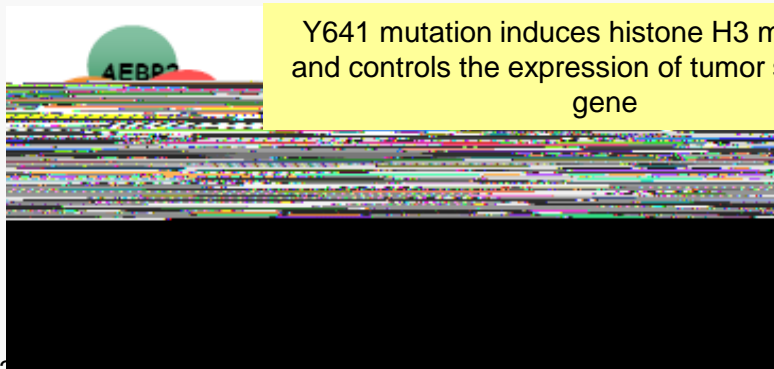
Initiated development of companion diagnostics (CoDx), focusing on discovering EZH2 Y641 mutation

Partnership with Epizyme

Partnership with Roche Molecular Systems

Aiming for effective implementation of Phase II study through identification of patients most likely to benefit from E7438 with data from Phase I study and CoDx for detection of EZH2 mutation

Epigenetic transcriptional repression induced by EZH2



Y641 mutation induces histone H3 methylation and controls the expression of tumor suppressor gene

EZH2 is believed to be a critical player in maintaining genetic characteristic of **cancer stem cells**

A novel mechanism for targeting cancer stem cells



# Reference



# Profit by Segment



(Billion yen, %)

	April – June 2012			April – June 2013				
	Results	%	% on Sales	Results	%	% on Sales	YOY	Change from previous year
<b>Japan</b>	36.2	72.8	44.6	42.9	76.1	53.0	118	6.7
<b>Americas</b> [\$ million]	8.1 [101]	16.3	21.0	6.0 [61]	10.7	14.6	74 [60]	(2.1) [(40)]
<b>Asia</b>	1.8	3.7	18.9	3.0	5.3	22.5	166	1.2
<b>EMEA</b>	0.4	0.8	5.9	0.7	1.2	8.4	164	0.3
<b>OTC (Japan)</b>	0.3	0.6	7.5	0.5	0.9	11.0	164	0.2
<b>Reporting Segment Total</b>	46.9	94.2	33.4	53.1	94.2	35.8	113	6.2
<b>Others</b>	2.9	5.8	45.3	3.3	5.8	54.2	114	0.4
<b>R&amp;D expenses &amp; Non-allocated SG&amp;A expenses</b>	(30.6)			(42.2)				
<b>Consolidated Operating Profit</b>	19.1		13.0	14.2		9.2	74	(5.0)

Pharmaceutical Businesses of Japan, Americas, Asia, and EMEA

Segment profit from Americas pharmaceutical business in local currency was calculated based on average exchange rate

[ ] based on local currency



# Performance of Japan Pharmaceuticals Business

(Billion yen, %)

	April – June 2012		April – June 2013		
	Results	%	Results	%	YOY
<b>Sales</b>	81.3	100.0	81.0	100.0	100
<b>Prescriptions</b>	75.5	92.9	73.8	91.1	98
<b>Aricept</b>	21.7	26.7	18.3	22.6	84
<b>Pariet</b>	13.1	16.1	12.8	15.8	98
<b>HUMIRA</b>	5.8	7.1	6.9	8.6	120
<b>Methycobal</b>	6.8	8.4	6.7	8.3	98
<b>Actonel</b>	2.4	3.0	2.2	2.7	89
<b>Generic drugs</b>	4.4	5.4	5.8	7.1	131
<b>Diagnostics</b>	1.4	1.7	1.4	1.7	102
<b>Segment Profit</b>	36.2	44.6	42.9	53.0	118

# Performance of Americas Pharmaceuticals Business



(Billion yen, %)

	April – June 2012		April – June 2013		
	Results	%	Results	%	YOY
<b>Sales</b>					

# Performance of U.S. Pharmaceuticals Business



(\$ million, %)

	April				

# Performance of Asia Pharmaceuticals Business



# Performance of EMEA and Consumer Healthcare Business (OTC and other businesses)



(Billion yen, %)

	April – June 2012		April – June 2013		
	Results	%	Results	%	YOY
<b>Sales</b>	6.9	100.0			



	FY2012		FY2013		
	Results	%	Forecast	%	YOY
<b>Sales</b>	573.7	100.0	578.0	100.0	101
<b>Cost of Sales</b>	174.1	30.3	180.5	31.2	104
<b>Gross Profit</b>	399.6	69.7	397.5	68.8	99
<b>R&amp;D Expenses</b>	120.4	21.0	127.5	22.1	106
<b>SG&amp;A Expenses</b>	208.7	36.4	191.5	33.1	92
<b>Operating Income</b>	70.5	12.3	78.5	13.6	111
<b>Ordinary Income</b>	65.6	11.4	74.9	13.0	114
<b>Net Income</b>	48.3	8.4	53.2	9.2	110