



# 2Q FY2013

(Fiscal Year Ending March 31, 2014)

# Financial Results Presentation

**Eisai Co., Ltd.**

November 1, 2013

*hhe*  
human health care

# Safe Harbor Statement



results to differ materially from these statements.

Risks and uncertainties include general industry and market conditions, and general domestic and international economic conditions such as interest rate and currency exchange fluctuations. Risks and uncertainties particularly apply with respect to product-related forward-looking statements. Product risks and uncertainties include, but are not limited to, technological advances and patents attained by competitors; challenges inherent in new product development, including completion of clinical trials; claims and concerns about product safety

and foreign healthcare reforms; trends toward managed care and healthcare cost containment; and governmental laws and regulations affecting domestic and foreign operations.

Also, for products that are approved, there are manufacturing and marketing risks and uncertainties, which include, but are not limited to, inability to build production capacity to meet demand, unavailability of raw materials, and failure to gain market acceptance.

The Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise.

This English presentation was translated from the original Japanese version. In the event of any inconsistency between the statements in the two versions, the statements in the Japanese version shall prevail.



# Robust Growth of 2Q (July-September)



Achieved high growth rate YoY in all income items

Operating income

Net income

EPS



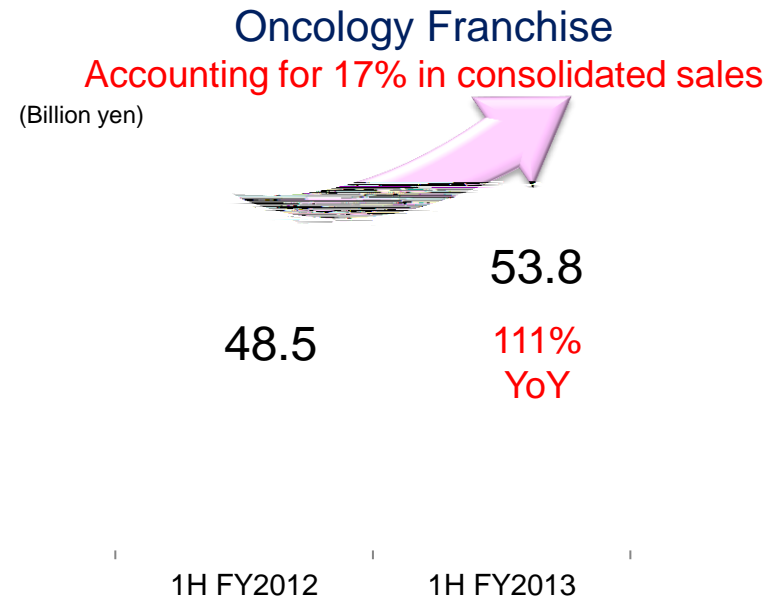
(Billion yen)

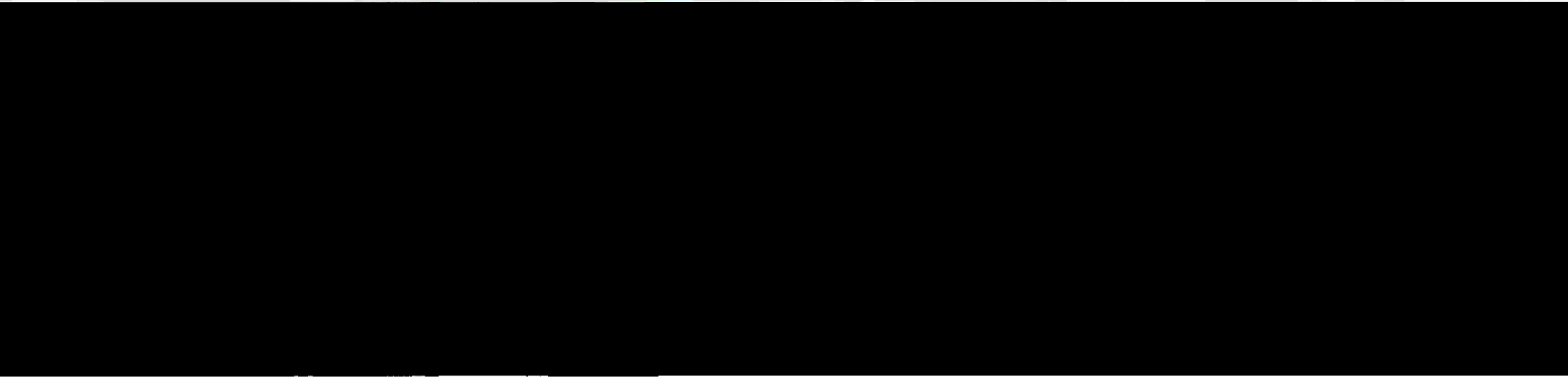
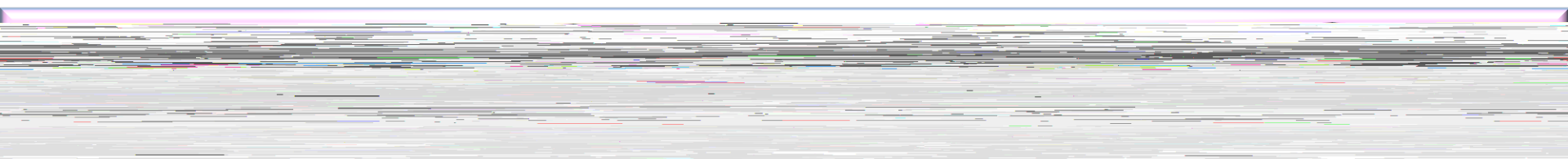
R&D milestone  
payment

Lenvatinib melanoma  
POC<sup>3</sup> achievement  
BAN2401



# Oncology Franchise Achieved 111% YoY Growth Epilepsy









Phase III study in

# Pharmaceutical Business in Japan



Enhance activity on Aricept by Integrated Community *hhc* unit  
mainly focus on medical districts



238 medical-districts nationwide  
based on community-based  
medical consultation  
Allocate over 1,400 MRs

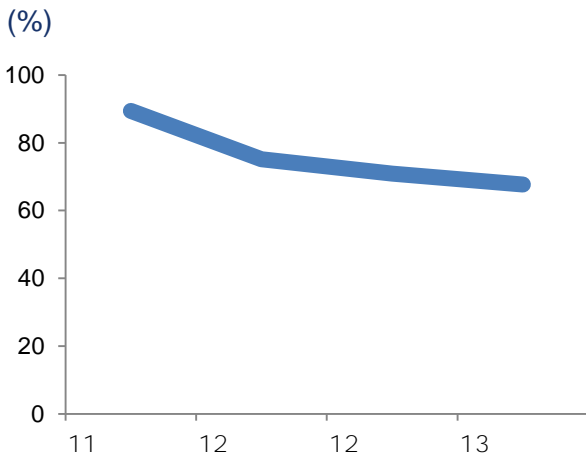
Aim for patients to seek early consultation/treatment  
by networking with AD medical centers,  
AD support doctors, and caregivers

# Aricept in Japan

Successful progress of new business model  
based on patients' medical environment



Transition of Aricept  
share in donepezil\*



# Aricept in Japan



Seek to find further contribution with Aricept

Submission for DLB\*<sup>1</sup> indication  
Initiation of Phase II study for regression  
symptoms in people with Down syndrome

Developed the smallest 10mg ODT to  
realize ease of intake (disintegration) and  
prescribing (strength)

Develop newly launched dry syrup and patch  
formulation (in progress) to pursue easier  
intake for patients with difficulty swallowing

Timely delivery of efficacy and safety information  
including possible side effects related to dose-up to  
10mg

24/7 call center dealt with over 70,000 Aricept  
related inquiries for 14 years since Aricept  
launch

Share knowledge with medical staffs at  
pharmacies on how to communicate  
with AD patients and their families

Aricept is more favorable on overall clinical conditions than other

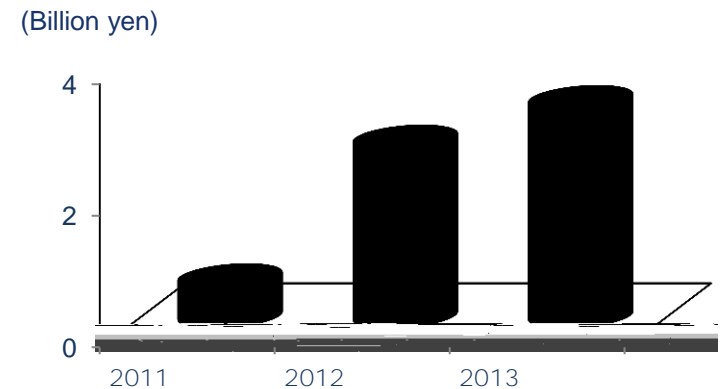
# Halaven in Japan



Enhance contribution to MBC<sup>\*1</sup> patients in earlier line treatment

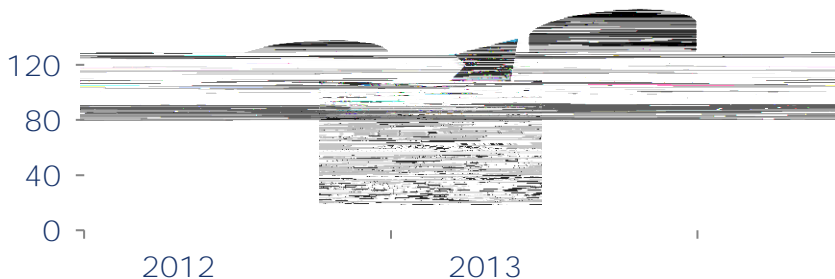
**Aim to expand market share in the second line<sup>\*5</sup>**

Further contribution to patients with HER2 negative MBC  
(accounting for approx. 80% of all breast cancer)  
including triple negative type





Generic business **126% YoY growth**



### OTC business

**Achieved 103% YoY growth in matured OTC market through dissemination to expand Chocola brand and expansion of new market**

Chocola brand for supporting beauty and vitalization

**110% YoY**

Focus on attracting younger consumers by utilizing new media

Expand mail order market to support

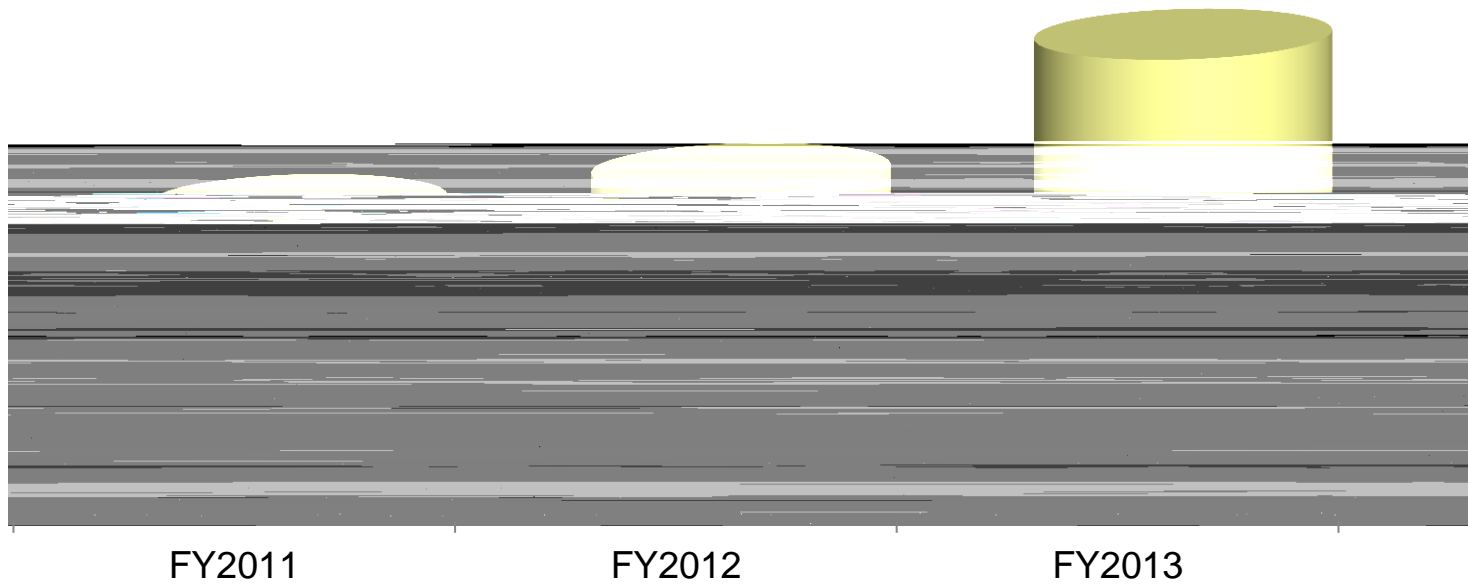
beauty and health

**137% YoY**

vegetable juice with collagen







Seek further contribution to AD patients  
by delivering 5mg, 10mg, and 23mg to cover all the stages of AD symptoms



# Progress of Pricing Policy Aiming to Increase Patients' Access

Increase patients' access to Halaven in India by **8 times**

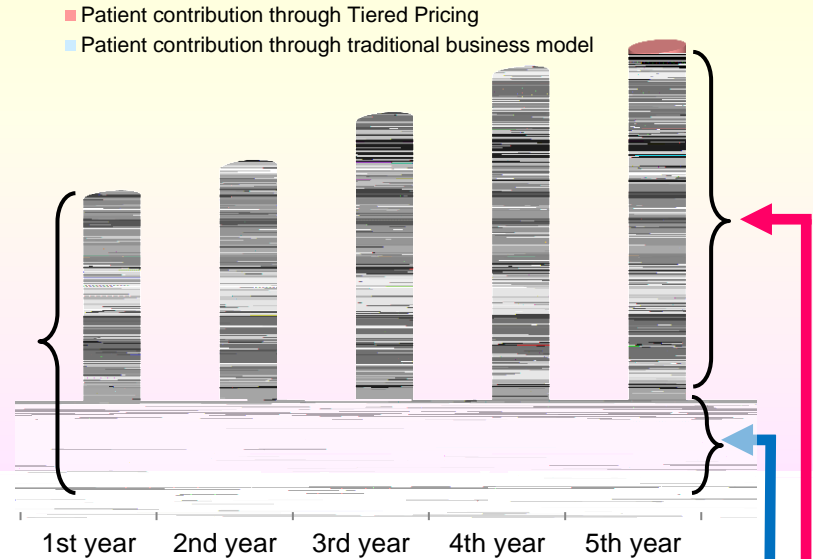


## Tiered Pricing

Price ranging from full out-of pocket payment to 4 cycles at price-zero

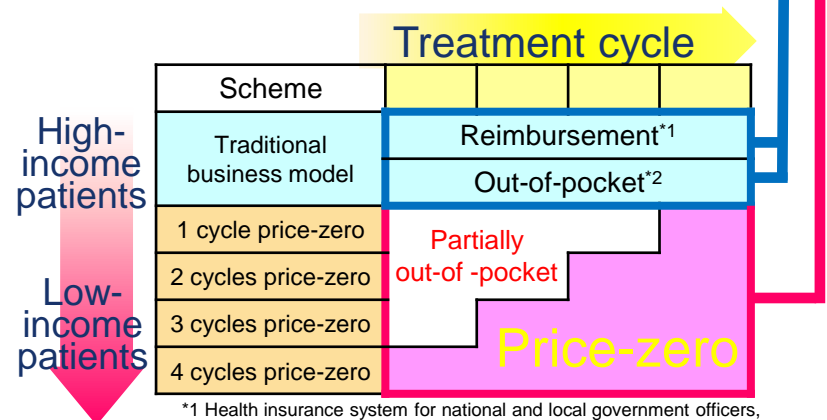
Precise price setting in consideration

Minimize the financial burden on low-income level patients



Expand contribution to patients through drastic increase of

Transformation to Low-Margin & High-Volume model



\*1 Health insurance system for national and local government officers, which covers less than 5% of entire population in India

\*2 Wealthy population who are not insured by public health insurance

# Toward Elimination of Lymphatic Filariasis

Initiated supply of price-zero DEC tablet



## WHO South-East Asia Region

Indonesia  
Bangladesh  
Myanmar Nepal  
Timor-Leste

## WHO Regions of Americas

Brazil  
Dominican Republic  
Guyana  
Haiti

## WHO Eastern Mediterranean Region

Egypt

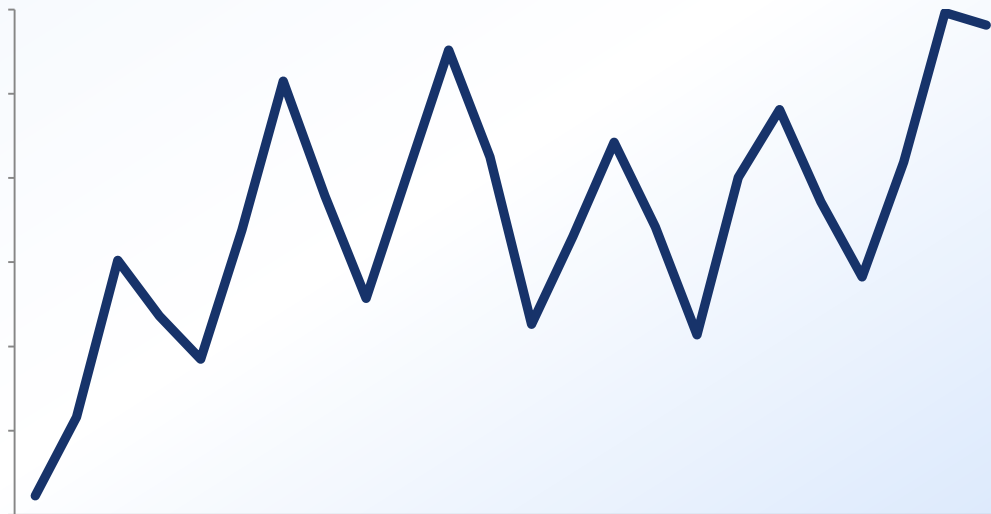
## WHO African Region

Gambia Kenya  
Comoros  
Madagascar  
Sao Tome and Principe  
Zambia Zimbabwe

Creation of pharmaceutical markets in developing countries



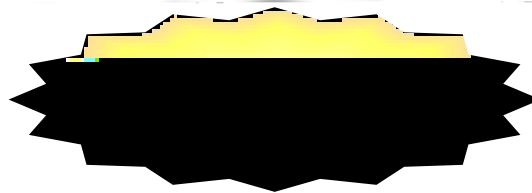


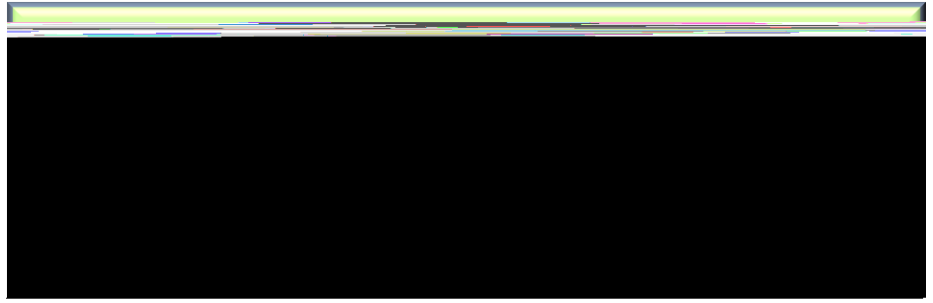


Execution on  
commercial strategy to  
bend the trend curve  
MR expansion, DTC  
campaign, payer coverage  
decisions

— — Current trend  
(Illustrative)

Source: IMS NPA  
Market TRx includes products requiring a prescription in  
the anti-obesity (Systemic and Non-Systemic) market





# BAN2401



Unique investigational antibody with high selectivity  
for A-beta protofibrils

\*1 mAb158 has also been tested as a therapeutic for AD in passive immunization of transgenic animal-models. The antibody has been humanized and named BAN2401.

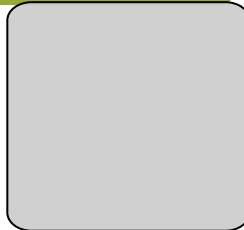
\*2 Beta amyloid antibody clone 6E10 is commercially available. The epitope is located in the N terminus. It reacts to the various forms of A-Beta and can be used to detect the plaque burden in AD brain tissue

\*3 Tg2576 animal





Period of fixed allocation of patients



# Conceptual Framework of Shareholder Value Creation

Financial strategy to support proactive investment

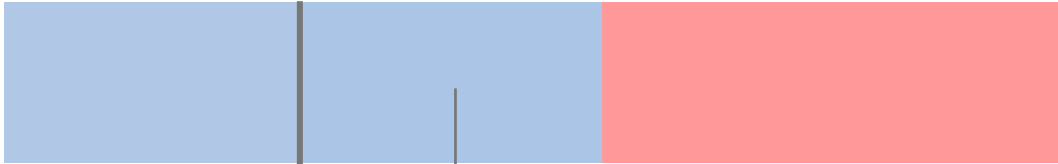




	FY2012		FY2013		
	Results	%	Forecast	%	YoY
<b>Sales</b>	573.7	100.0	578.0	100.0	101
<b>Cost of Sales</b>	174.1	30.3	180.5	31.2	104
<b>Gross Profit</b>	399.6	69.7	397.5	68.8	99
<b>R&amp;D Expenses</b>	120.4	21.0	127.5	22.1	106
<b>SG&amp;A Expenses</b>	208.7	36.4	191.5	33.1	92
<b>Operating Income</b>	70.5	12.3	78.5	13.6	111



# Reference





# Sales of Aricept and Pariet/AcipHex



(Billion yen, %)

	1H FY2012	1H FY2013	
	Results	Results	YoY
<b>Japan*1</b>	40.3	35.6	88
<b>Americas*2</b>			



(Billion yen, %)



# Performance of Americas Pharmaceuticals Business



(Billion yen, %)

	1H FY2012		1H FY2013		
	Results	%	Results	%	YoY
<b>Sales</b>	75.2	100.0	81.3	100.0	108
<b>Aricept</b>	7.4	9.9	2.9	3.5	39
<b>AcipHex</b>	23.4	31.1			



(\$ million, %)

	1H FY2012		1H FY2013		
	Results	%	Results	%	YoY
<b>Sales</b>	946	100.0	820	100.0	87

# Performance of Asia Pharmaceuticals Business



	1H FY2012		1H FY2013		
	Results	%	Results	%	YoY
<b>Sales</b>	19.6	100.0	28.1	100.0	143 [113]
<b>Aricept</b>	3.9	19.8	5.9	21.2	154 [121]

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

(Billion yen, %)

	1H FY2012		1H FY2013			
	Results	%	Results	%	YoY	
<b>Sales</b>	12.5	100.0	15.5	100.0	124	[97]
Halaven	2.2	17.9	4.0	25.9	180	[141]
Zonegran	2.2	17.2	3.2	20.8	149	[117]
Aricept	1.8	14.1	0.9	5.9	52	[41]
Pariet	1.9	15.5	0.3	1.9	15	[12]
Fycompa	0.1	0.5	0.8	5.4	1323	[1040]
<b>Segment Profit</b>	0.6	4.5	1.5	10.0	272	[84]

	1H FY2012		1H FY2013			
	Results	%	Results	%	YoY	

# List of Major R&D Pipeline Products

