



Information Meeting

March 7, 2014

Eisai Co., Ltd.

Safe Harbor Statement



- Forecast or target figures in this material are not official earnings guidance but present the midterm strategies, goals, and visions. Official earnings guidance should be referred to in the disclosure of the annual financial report (*kessan tanshin*) in accordance with the rules set by Tokyo Stock Exchange.
- Materials and information provided during this presentation may contain so-called “forward-looking statements.” These statements are based on current expectations, forecasts and assumptions that are subject to risks and uncertainties which could cause actual outcomes and results to differ materially from these statements.

Modern Pharmaceutical Industry Environment Factors



- Disease Commonness: enlarging
 - Regulatory Approval: efficient
 - Payors: powerful
 - Pricing & Reimbursement: complication
 - International Reference Pricing: expansion
 - Medical Practice Standardization: progression
- Expansion of global business opportunity**

FDA, EMA, and PMDA



Transition of number of approvals and length for review

	Number of approvals*1					Average length for review*2 (median) (months)				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012

FDA

1. *hhc*
2. Innovation
3. Access

Shift from Two Brand Company to Multi-Brand Company



Two big brand company
(Aricept and Pariet/AcipHex)



Multi-Brand Company



Simultaneous establishment
of each brand in all marketplaces
is the key for success



Necessity of changing business model

◆ Generalization of simultaneous global development

Connection of global markets in pricing/ reimbursement

Standardization of medical practice

Initiation of international collaboration between agencies and reimbursement agencies

Risk of volatile operation under different strategies in each region

Necessity to operate under integrated global brand strategy based on each region's circumstance

CEO

AmericETBT/F2 15.96 Tf1 0 [A)c3562rn29 32.ania

Eisai Global
Oncology
Business Unit

Americas
Oncology

EMEA
Oncology

Asia
Oncology

Japan
Oncology

Americas
Neurology
(Metabolic and Epilepsy)

EMEA
Neurology

Asia
Neurology
& General

Japan
hhc

Eisai Global
Neurology
Business Unit

Purpose for Establishment of Global Business Unit



- Global Business Unit creates integrated brand strategy based on knowledge and experience in each region

Business units in each region are essential and important parts of the Global Business Unit

Global Brands with Great Potential



Halaven

- Late line treatment for metastatic breast cancer
- Earlier line treatment for metastatic breast cancer*¹ (Europe)
- Non-small cell lung cancer
- Soft tissue sarcoma

Lenvatinib

- Differentiated thyroid cancer
- Hepatocellular carcinoma
- Aim to submit in FY2014 for differentiated thyroid cancer indication

Fycompa

- Adjunctive therapy for partial-onset seizure
- Primary generalized tonic-clonic seizure
- Expansion of launch countries

BELVIQ®

- Obesity
- Smoking cessation
- Expansion of launch countries

Avatrombopag

- Aim to submit in FY2015 for treatment of thrombocytopenia with chronic liver disease patients who will undergo elective surgical or diagnostic procedures

E2006

- Aim to submit in FY2016 as an insomnia treatment

* Indications shown in green are referred for approved indications (lenvatinib is in preparation for submission) and the potential indications are shown in blue

*1: Earlier line treatment for metastatic breast cancer has been approved in Japan

A large-scale global clinical study in breast cancer (Study 301)

Growth Strategy of Investigational Lenvatinib



Selective tyrosine kinase inhibitor with a unique binding mode

In-house developed, selective tyrosine kinase inhibitor with a unique novel binding mode

Hydrophilic binding to ⁹²³ asparagine

Hydrogen bonding to DFG-in*1 which is important for kinase activation

Lenvatinib

Sorafenib

X-ray structural analysis of co-crystallization with VEGFR2

Lenvatinib is a compound potentially possessing high selectivity for targeted kinases with **strong and long lasting kinase inhibitory effect** from its unique structure

Plan global submission and launch of a molecular-targeted small molecule agent with an unique binding mode

Thyroid cancer
Favorable topline results
Plan simultaneous submission in the U.S., EU, and Japan in FY2014

Hepatocellular carcinoma
Phase III study on going in the U.S., EU, Japan, China, and Asia

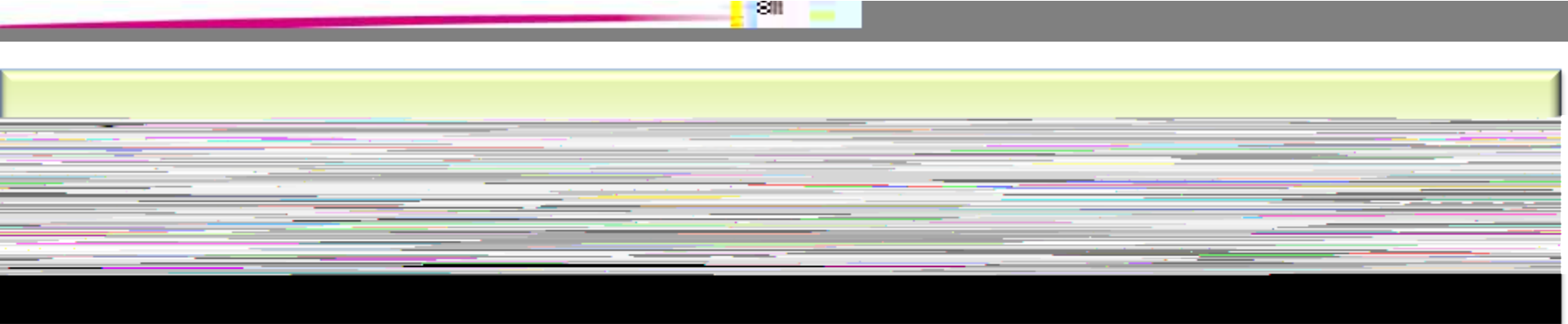
Global development is underway in various types of cancer

Melanoma

NSCLC*2

*1: DFG-in: Conformation where Asp-Phe-Gly (DFG); an important site for activation of kinase, is closed Conformation of DFG-out also exists where DFG is open and binding site has hydrophobic pockets

*2: Non-small cell lung cancer

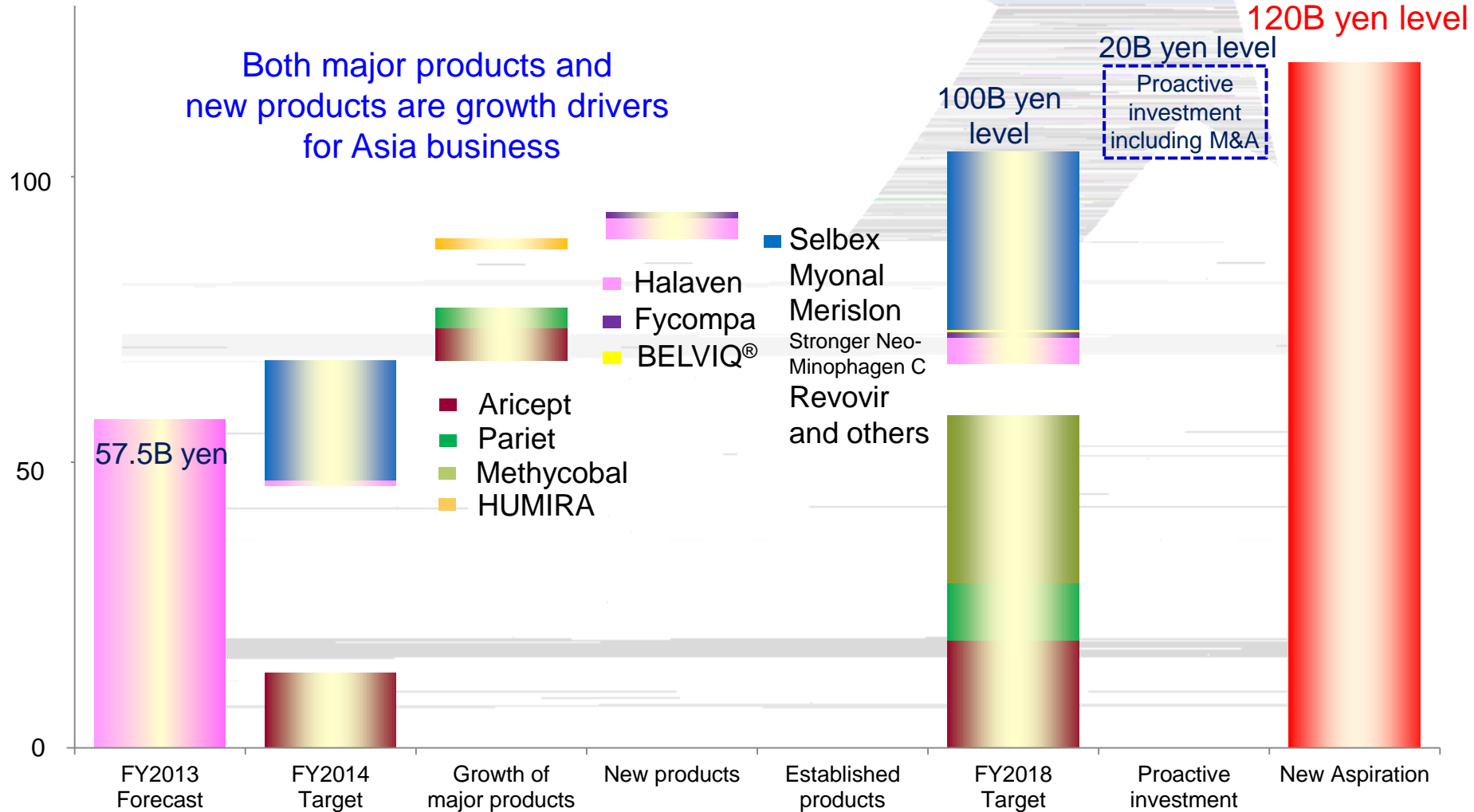


Trajectory of Asia Business

Toward target net sales of 120B yen in FY2018



(Billion yen)



Launch and Approvals in Strategic Markets

Seek patient contribution
through independent marketing



Launch/ Approved

Under review

Russia

Halaven, Fycompa,
Zonegran, Gliadel

Inovelon

Mexico

Halaven, Fycompa, BELVIQ[®],
Inovelon, Gliadel, Dacogen,
Targretin

Brazil

Halaven

Fycompa, BELVIQ[®],
Inovelon, Gliadel

Canada

Halaven, Fycompa,
Dacogen, Gliadel, Aricept

BELVIQ[®]

Australia

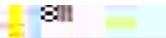
Halaven, Zonegran,
Gliadel

Fycompa

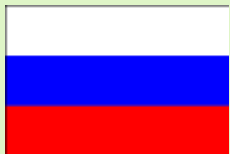
Middle East

Halaven, Aricept, Pariet,
Mucosal, Methuselah

Fycompa



- Halaven launched in September 2013
-





With Advantages as a Pioneer in the Field of AD Treatment
Various Projects are in Progress



Strong commitment as a pioneer; developed Aricept,

Investigational BAN2401 and E2609

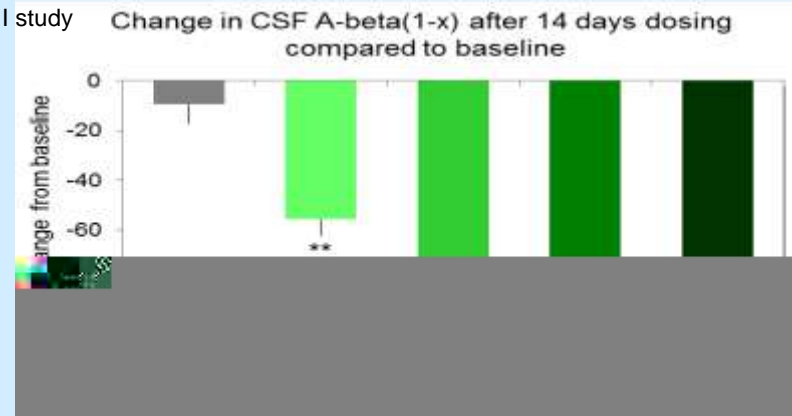
Investigational clinical trial with unique,
in-house developed adaptive design



BAN2401

High affinity and selectivity
for A-beta protofibrils

Phase I study
result



POC study

Bayesian adaptive design

100 196 250 300 350 400 450 500 550 600

Screening of patients
utilizing **imaging**

Patients with MCI*¹ and
mild AD with A-beta
accumulation

Enables effective assessment of patient
arms with higher efficacy and safety

Evaluate with **Composite
Score developed by Eisai**
(ADAS-Cog*², MMSE*²,
CDR*²) that enables AD
diagnosis in early stage,
clinical progress, and
treatment effect

Submission Schedule in Major Countries (NMEs+LCM)

