



Press Conference

March 5, 2015
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

forecasts and assumptions that are subject to risks and uncertainties which could cause actual outcomes and results to differ materially from these statements.

Risks and uncertainties include general industry and market conditions, and general

Listed in the Global 100 Sustainability Index
for Third Consecutive Year
2015 Global 100 most sustainable corporations in the world



**Eisai is the only company from Japan included in 2015
Ranked in top 50
(Ranked 5th among global pharmaceutical companies)**

8 pharmaceutical companies ranked in 100

Ranking	Company	HQ Location
1	Biogen Idec	US
2	Allergan	US
13	Novo Nordisk	Denmark
18	Johnson & Johnson	US
50	Eisai	Japan
62	Shire Plc	Ireland
63	UCB	Belgium
92	Sanofi	France

Corporate Knights, Inc., based in Canada, selected top 100 companies worldwide by evaluating the sustainability among approx. 4,000 companies with market cap of over 2 billion USD

The index has been announced each year at the World Economic Forum in Davos and featured in major media outlets including Forbes.com

The index is based on 12 KPIs reflecting aspects from resource, finance and employee, with the evaluation carried out solely on data publicly disclosed in annual reports

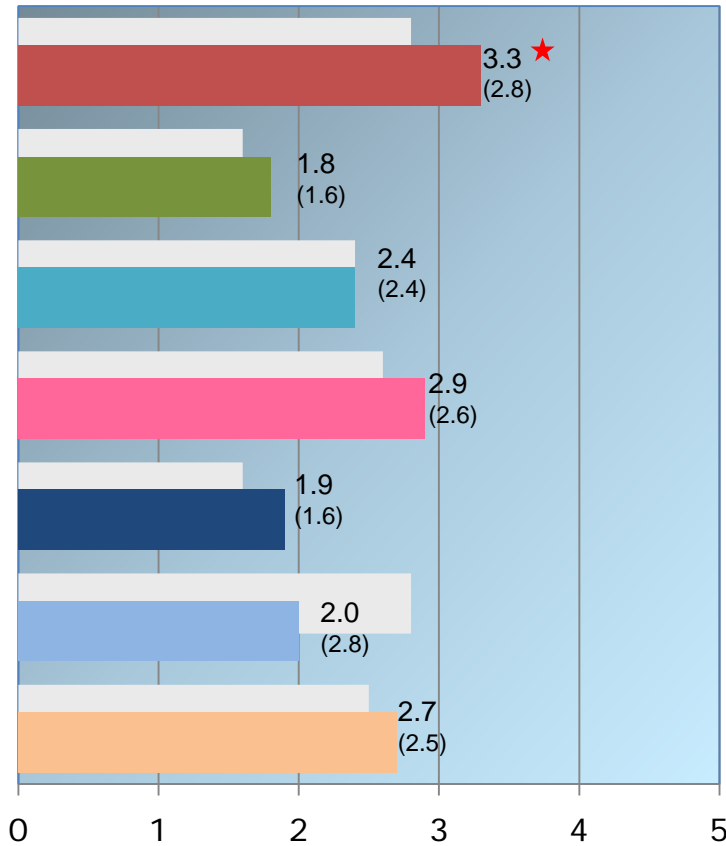
Eisai excels particularly in five indicators: innovation capability, percentage tax paid,

Access to Medicine Index Ranking 2014

Representing a significant increase of four places from its previous ranking



Scores of the four strategic pillars (Commitments, transparency, performance and innovation)



Ranked 10th in Patient Reputation Survey



Company	Rank in 2014	Rank in 2013
ViiV Healthcare	1 st	1 st
AbbVie	2 nd	3 rd
Novo Nordisk	2 nd	10 th
Novartis	4 th	9 th
Lundbeck	5 th	22 nd
Roche	5 th	6 th
Pfizer	7 th	4 th
Janssen	8 th	5 th
UCB	9 th	11 th
Eisai	10 th	N/A

Findings based on a survey of 1,150 patient groups from 58 countries and of differing specialties. Survey was assessed by PatientView.

Survey period:
Mid-November 2014 to mid-January 2015

Assessment indicators:

- Patient centricity
- Patient information
- Patient safety
- Useful products
- Transparency
- Integrity



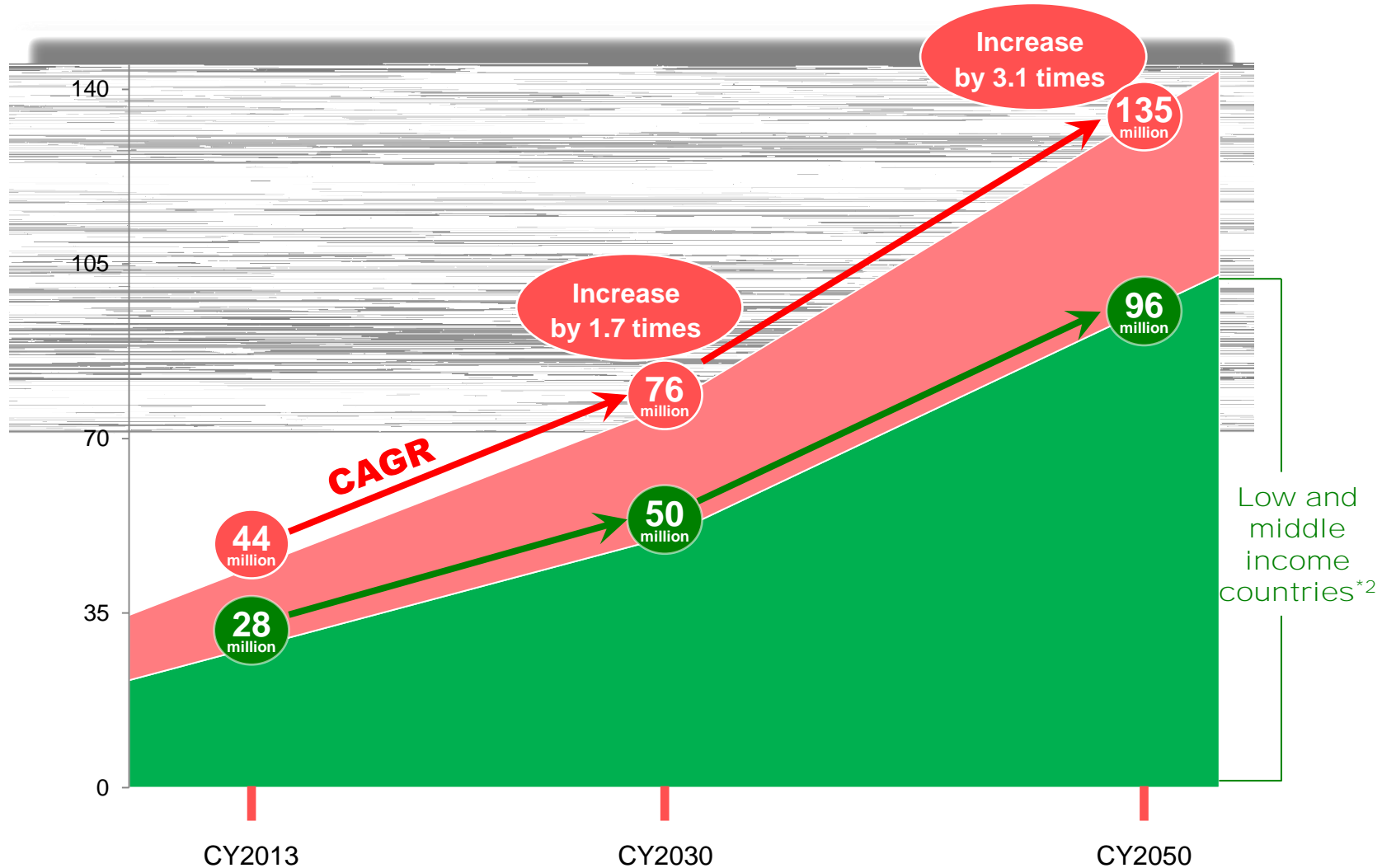
Robust Growth Opportunity being Slated

Extensive and specific
contribution to patients



Opportunity 1
Extensive Application
Dementia

Trajectory of Dementia Patient Number



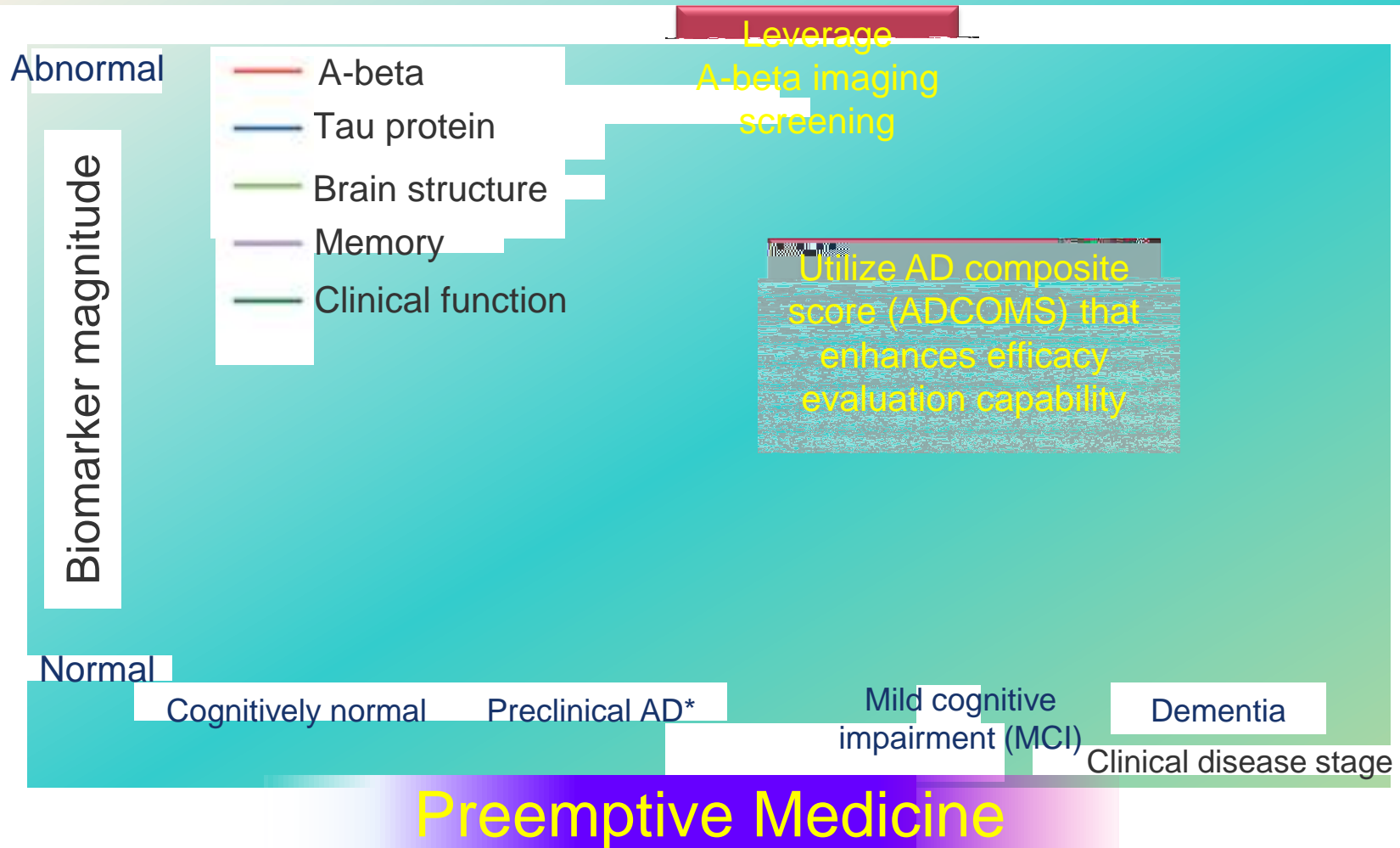
Source based on the following references: The Global Impact of Dementia 2013- on dementia, 2013

*1 Compound Annual Growth Rate

*2 current definition

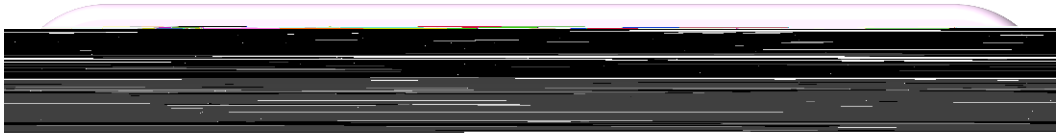
Voice

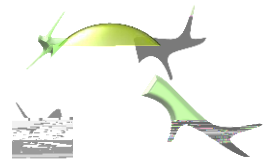
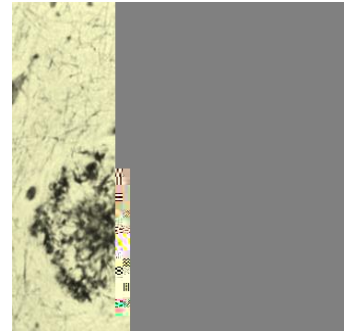
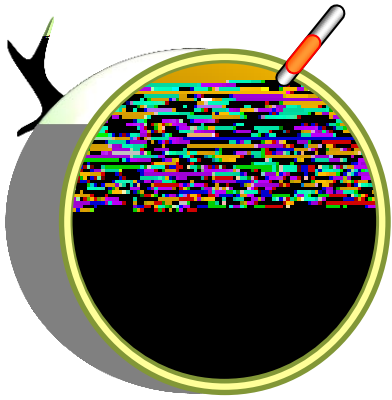
Alzheimer's Disease (AD) Biomarkers Pathological Cascade and Potential of 'Preemptive Medicine'



Source: Jack CR, Knopman DS, Jagust WJ, Shaw LM, Aisen PS, Weiner MW, Petersen RC, Trojanowski JQ. *Lancet Neurol.* 2010 Jan;9(1):119-28

* Cognitively normal with confirmed pathological changes and detectable positive amyloid in PET screening





Three Current Projects under the Collaboration with Biogen Idec

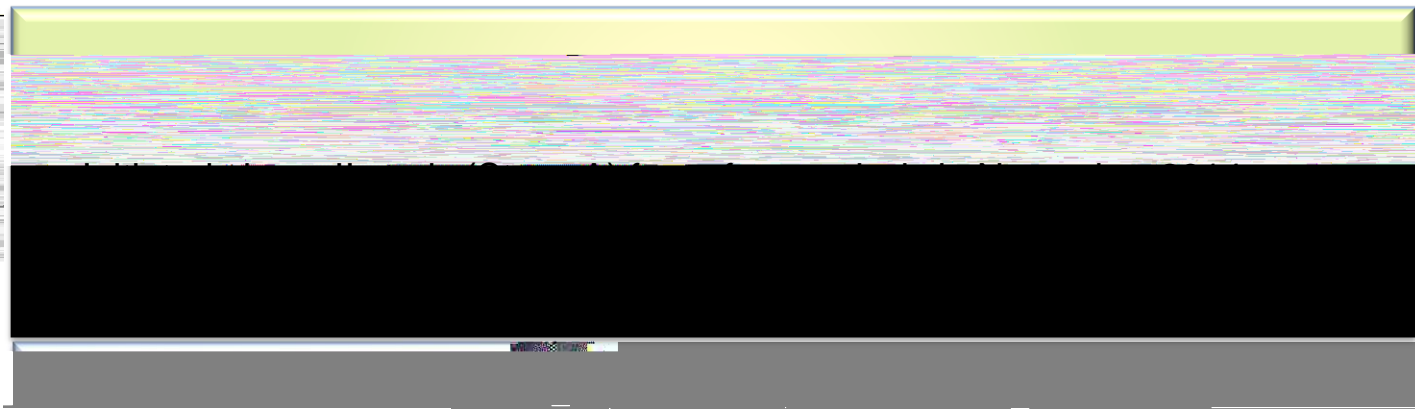


BAN2401

Investigational anti-A-beta
protofibrils antibody

E2609

Investigational BACE inhibitor
developed in-house





BIIB037*

3Q FY2014
Interim Analysis
of Phase Ib

Completion of
Phase Ib

Dementia Franchise



Genomics-based discovery to clinical development of innovative disease modifying treatments

Genomics-based discovery

Novel target/tool discovery

**Genome
Big Data
Analysis**

**Neuro-
inflammation
Omics**

**Large Genome
Sequence
Data Analysis**

EphA4

**University College
of London
Therapeutic
Innovation Group**

**Innovative
Medicines
Initiative**

**Alzheimer's
research UK**

Symptomatic treatments

**Metabotropic
glutamate receptor
modulator**
Phase I study ongoing

**Strengthen
neuronal signal
transduction**

**Muscarinic
receptor
modulator**

Next generation Alzheimer's disease projects
based on pathogenic hypotheses

**Investigational
BAN2401**
Anti-A-beta protofibrils antibody
Phase II study ongoing

**Investigational
E2609**
BACE* inhibitor
Phase II study ongoing

BIIB037
Anti-A-beta antibody
Phase Ib study ongoing
Biogen Idec, Inc.

**Anti-tau
antibody**
Biogen Idec, Inc.

**-based product creation
through experience and know-how accumulated for over 30 years**

Potential Market Size for Next Generation Alzheimer's Disease (AD) Treatments



Source: Internal estimates based on the data from Decision Resources(Patient Base), Global Data and The Global Impact of Dementia 2013-2050. (Given Success)

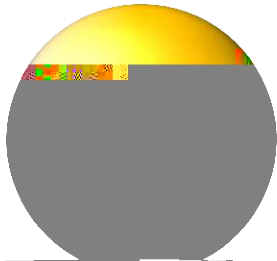


Opportunity 2
Specific Target
Oncology

H3 Biomedicine -Oncogenomics-



Translate cancer patients
into powerful precision therapeutics



Myelodysplastic
syndrome, etc.

Hepatocellular
Carcinoma(HCC), etc.

H3 Biomedicine targets
initiation of first clinical trials for
SF3B1 modulator and FGFR4 inhibitor
in FY2015

SF3B1 modulator annual eligible patient pool: Approx. 13,000

Percentage (%) of SF3B1 gene mutation

Approx. 20% in myelodysplastic syndrome (MDS) (8,300*1)

Approx. 15% in chronic lymphocytic leukemia (



OS extension in two different tumor types,

Mesenchymal
tumor cell

Halaven

Epithelial
tumor cell



Acceleration of metastatic ability
Acquired stress resistance
Induced drug resistance and
immunosuppression

Cell-to-cell adhesion
Cell-matrix adhesion

LENVIMA



*According to X-ray crystal structural analysis, Lenvima was found to possess a new Type V binding mode of kinase inhibition that is distinct from existing compounds. In addition, Lenvima has large k_{on} and small k_{off} which is believed to make Lenvima easily Len16 RGf4(l)5(d Tm[ea)4(s)-5(i)5(l)5(yhd)4(t3(ak)-4

The First Launched in the U.S



Approved by US FDA on February 13, 2015

Two months ahead of PDUFA* Priority Review action date of April 14, 2015

Indicated for the treatment of patients with locally recurrent or metastatic, progressive, radioactive iodine-refractory differentiated thyroid cancer

US Launch on February 26, 2015

4mg and 10mg capsules in patient-friendly, mixed-strength compliance packs (30-day packs) for 4 daily doses of 24mg, 20mg, 14mg and 10mg

* Prescription Drug User Fee Act



Global Approvals/Submissions Status

Japan

Expecting final approval under priority review in **March 2015** after 2nd Committee of Drugs on January 21, 2015 endorsed Lenvima for **unresectable thyroid cancer**

EU

Expecting final approval under accelerated review in **FY2015 1Q** for an indication similar to that in the US

Other countries

Submissions already filed in Switzerland, South Korea, Canada, Russia, Singapore, Australia, Brazil and South Africa

Aim to launch



in more than 20 countries in FY2015



Dual inhibitor of VEGFR &
FGFR driven angiogenesis
Inhibition of FGFR & RET
driven cancer cell proliferation

In vitro kinase inhibitory activities*1

	Lenvatinib IC ₅₀ (nM)	Sorafenib IC
VEGFR2	3.0	21
FGFR1	61	340
FGFR2	52	340
FGFR4	43	3400
RET	6.4	15

Eisai and Merck & Co., Kenilworth, N.J., U.S.A. Enter Collaboration to Explore Novel Anti-Cancer Combination Regimens

Initiating combination clinical studies of Merck's anti-PD-1 therapy pembrolizumab (Keytruda) with Eisai's lenvatinib (Lenvima) and eribulin (Halaven) in FY2015



Exploring synergistic combinations among 3 novel therapies of differing mechanisms to further maximize patient outcome in the complex disease of cancer

Combining deep know-how of two committed oncology companies



LENVIMA™

Phase 1b/2 study of lenvatinib in combination with pembrolizumab
in select solid tumors

Phase 1b/2 study of eribulin in combination with pembrolizumab in
metastatic triple-negative breast cancer



Additional indication for
dementia with Lewy bodies(DLB)
Registration validity period: 4 years
Re-accelerate contribution to patients with

Additional indication for the prevention of
recurrence of ulcers during treatment with
low-dosage aspirin
Launch 5mg formulation
Registration validity period: 4 years
Re-accelerate contribution to patients with reflux
esophagitis

Action Plan 4

Effective and efficient commercialization for value maximization of BELVIQ® and Fycompa®



Implement Laser Focused Commercial Mix



Planned Further Growth with Potential PGTC² Indication Approval as Game Changer

U.S. and EU: Seeking indication expansion for PGTC with June 19, 2015 US PDUFA date and ongoing review in Europe

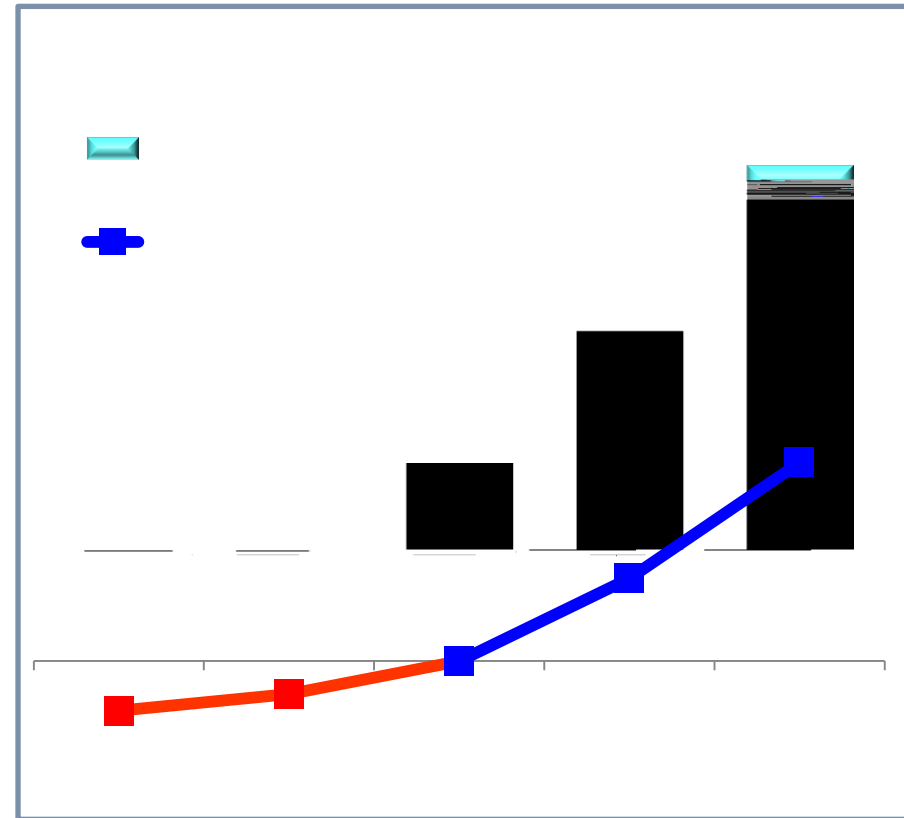
Japan: Will seek marketing authorization for partial-onset seizures and PGTC with regulatory submissions in 1H FY2015

Plan to submit in Asia and additional Strategic Five³ with the indication of partial-onset seizures

Apply our existing epilepsy experience and resources to effectively and efficiently expand Fycompa's patient impact

Action Plan 5

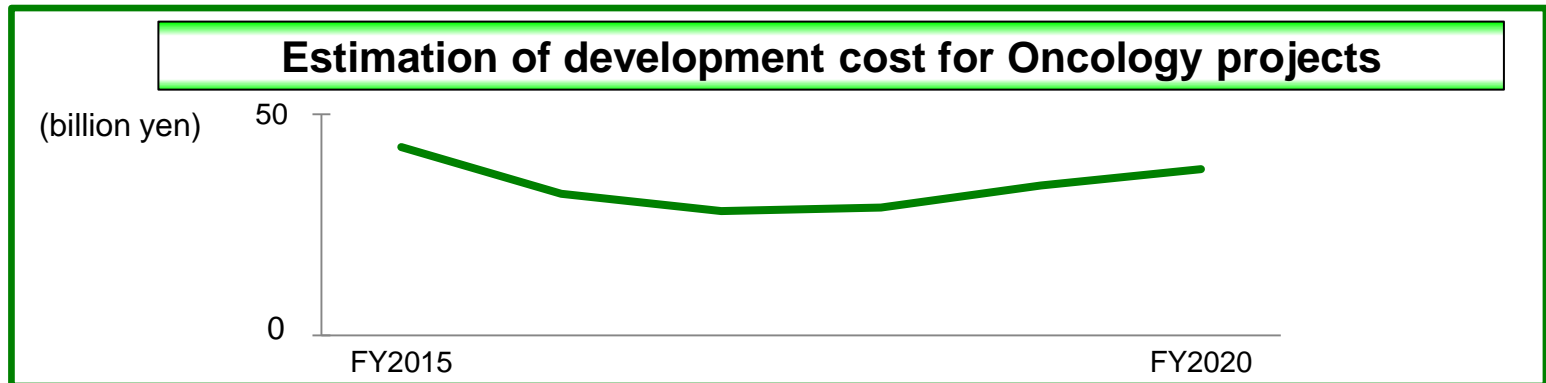
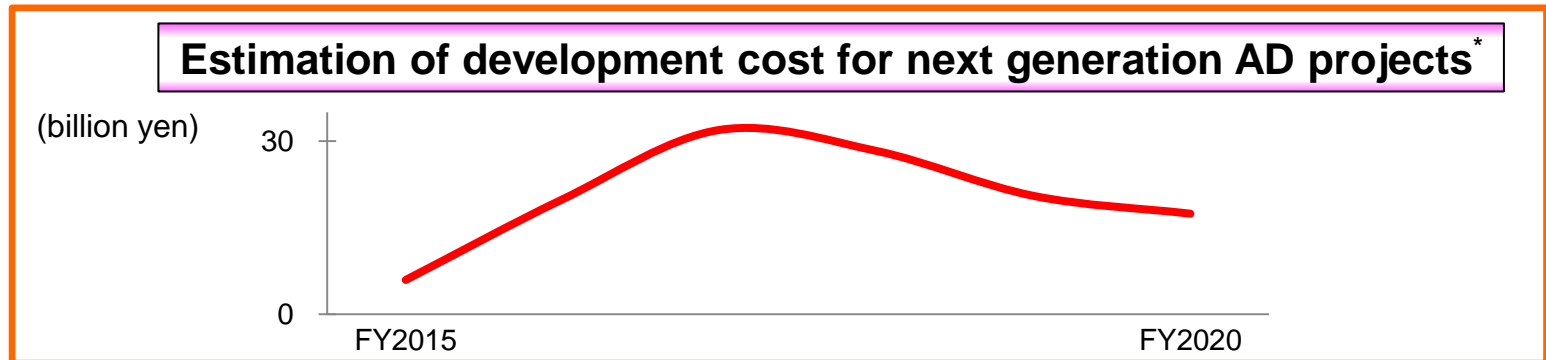
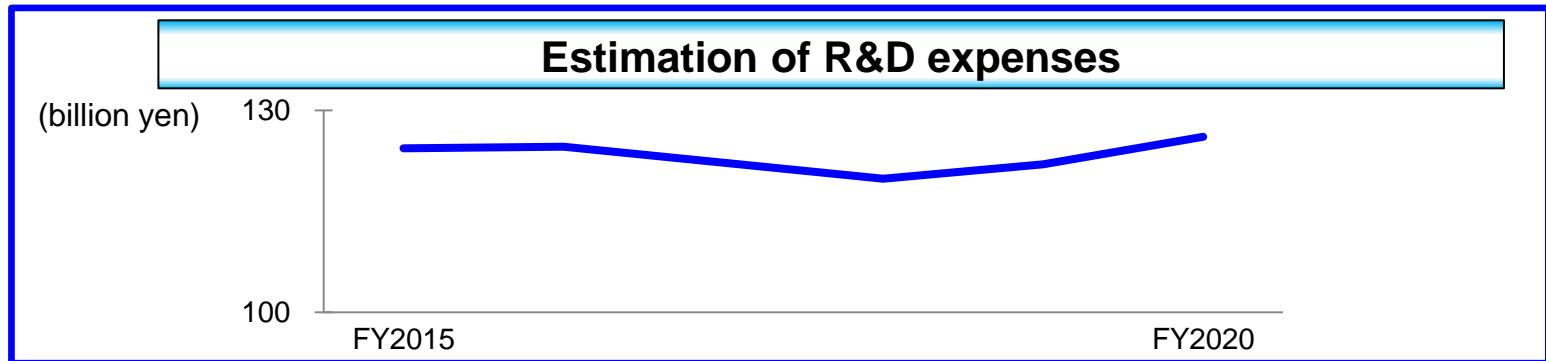
Flexible Investments for Business Environmental change





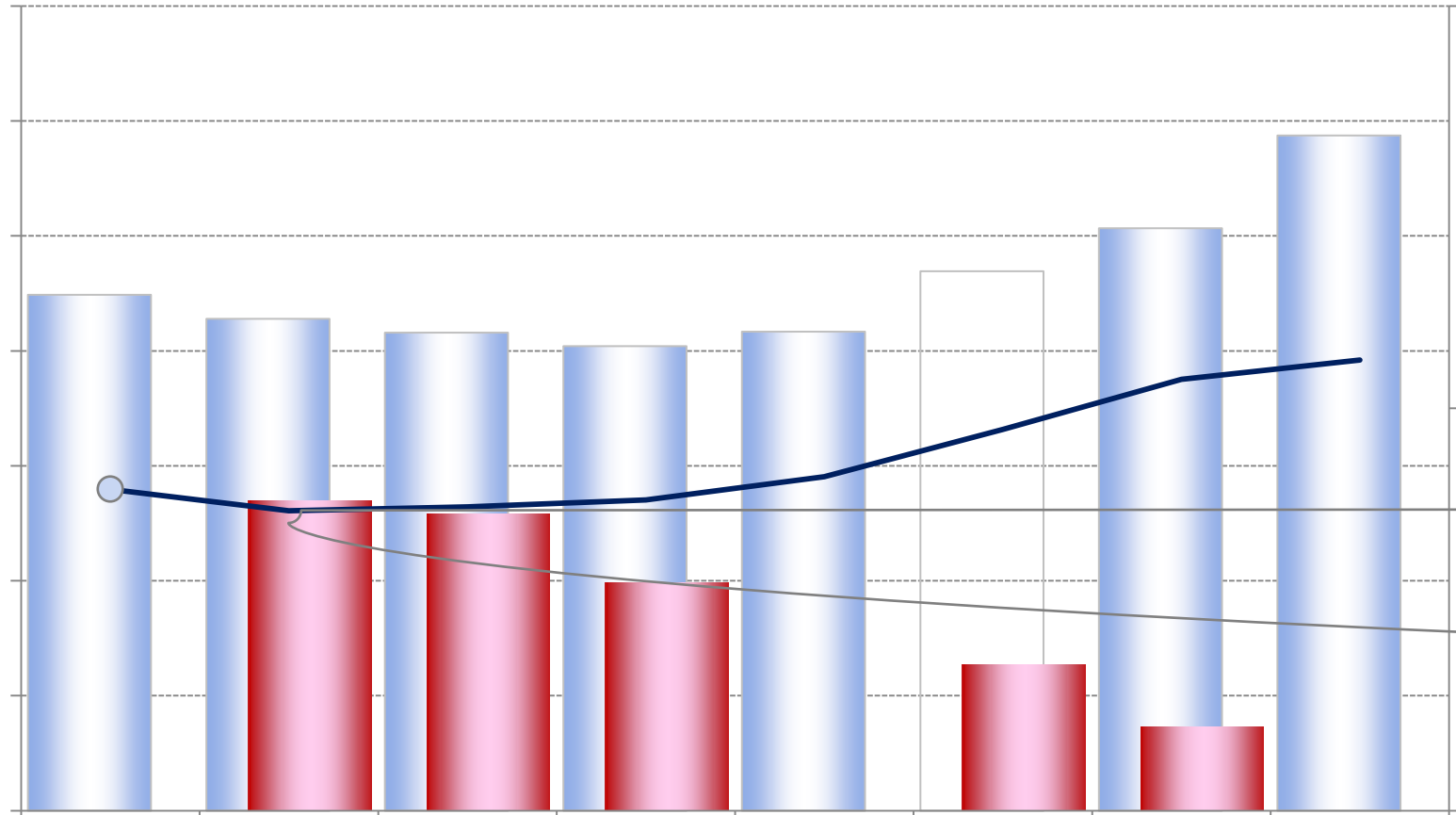
Sustain Expansion of Dementia
& Oncology Franchises
and
Stable Dividend

Eisai's Development Cost Estimates for Next Generation Alzheimer's Disease (AD) Projects and Oncology Projects



* The line shows Eisai's share of development cost estimate for 3 projects (E2609, BAN2401 and BIIB037).
 Assumed average exchange rates for FY2015-2020 USD: 120 yen, EUR: 137 yen, GBP: 183 yen

Enabling Re-Leveraging Strategy based on Strong Balance Sheet





Conclusion



Actions for Breakthrough

Development of next generation
disease (AD) treatments
Global launch of Lenvima
Growth of Fycompa with potential PGTC
indication approval as game changer
Sustainable growth in China
Robust growth in Asia
Revival of pharmaceutical business in Japan
BELVIQ® balanced marketing
Profitable business in Strategic Five

Financial integrity

Net DER 0.11 and
56% of equity to total assets
(as of December 2014)

**Aim to sustain expansion of
Dementia & Oncology franchises
and stable dividend**