

Eisai Co., Ltd.

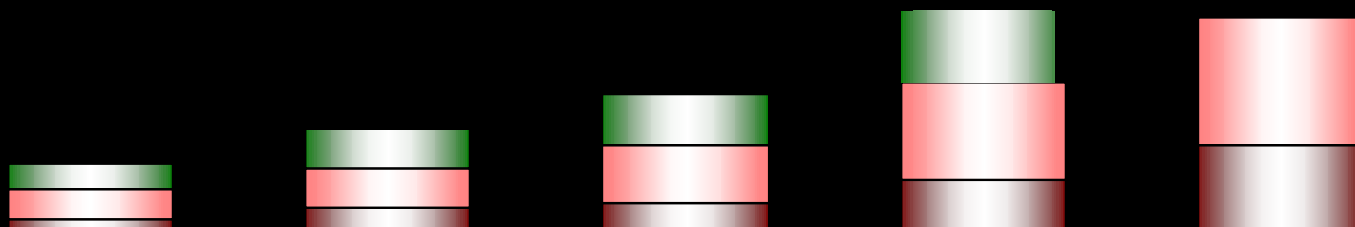


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- **Fundamentals of Eisai**
- **Strategy Overview of Dramatic Leap Plan**
- **Major Filing Plan**
- **Consolidated P&L Plan**
- **Sales Plan by Geographic Region**
- **Sales Plan by Products**
- **World Headquarters Concept**
- **R&D Strategy**
- **Oncology Business**
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Fundamentals of Eisai





Major Filing Plan

↑ E2007: Parkinson's Disease (US, Europe)

↑ E7389: Breast Cancer (US)

↑ *AcipHex/Pariet*: Extended Release Formulation (US, Europe)

↑ *Pariet*: Symptomatic GERD (JP)

↑ *Aricept*: VaD (EU, US: supplemental data submission)

↑ *Aricept*: Severe AD (US, JP)

Consolidated P&L Plan

We aim to attain sales of ¥1 trillion, R&D expenses of ¥200 billion, operating income of ¥200 billion and net income of ¥120 billion

1,000.0

200.0

200.0

120.0

16

8

420



Reform of Profit and Loss Structure



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Sales Plan by Geographic Region

FY2011 Market Forecast		
\$ Billion	%	CAGR 05-11
80	8.6	2%
410	44.2	8%
266	28.7	7%
172	18.5	9%
849	91.4	8%
929	100.0	7%

360.0

320.0

440.0

140.0

60.0

640.0

1,000.0

Well Balanced Sales Structure by Geographic Region

36(JP) : 44(US) : 14(Europe) : 6(Asia)

Sales Plan by Products

Existing Products vs. New Products
= 70 : 30

275.0

207.0

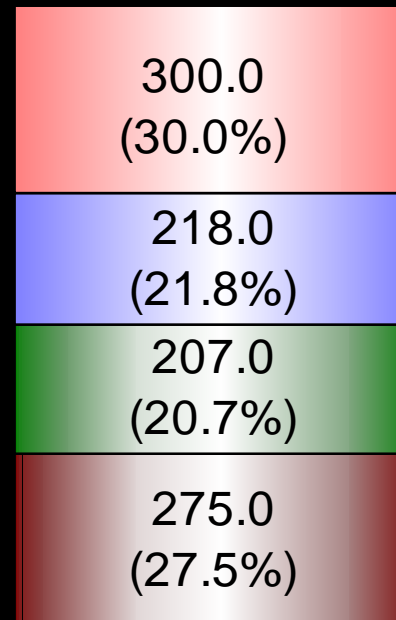
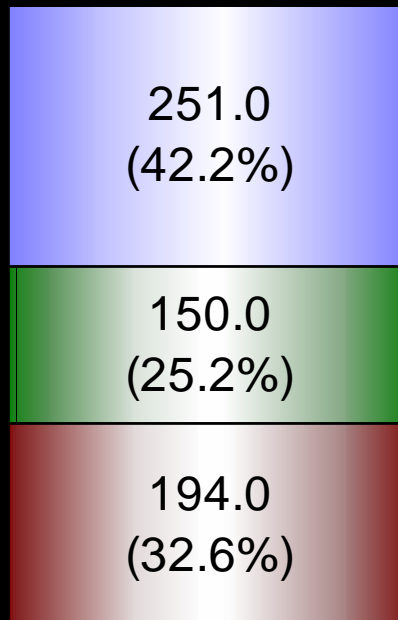
482.0

700.0

300.0

1,000.0

Sales Structure by Products



World Headquarters (WHQ) Concept

World Headquarters (WHQ) Concept

Locate Functional Headquarters (FHQ) in the most appropriate countries and establish Regional Headquarters (RHQ) in each region. WHQ are composed of FHQ and RHQ

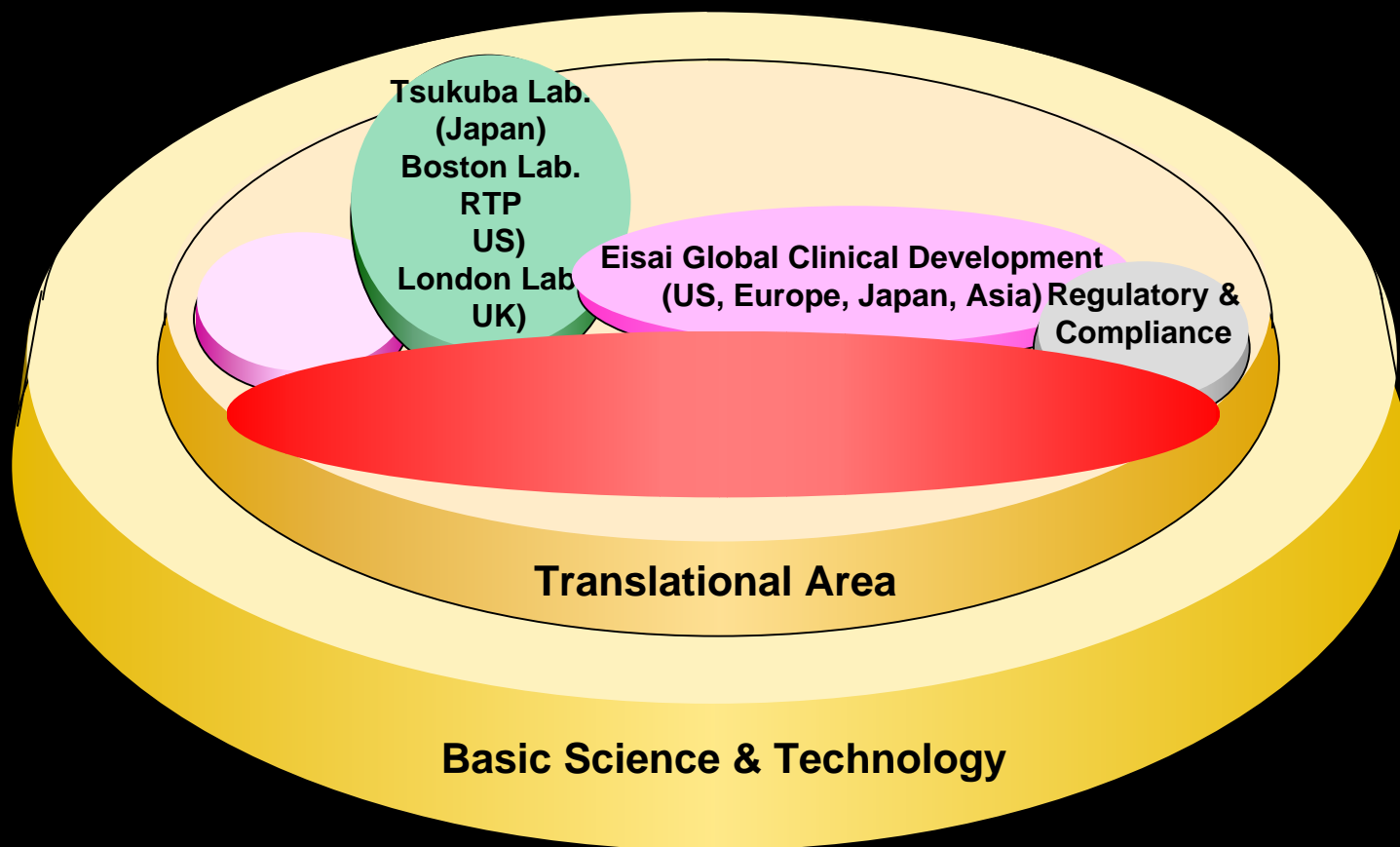


R&D Strategy



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The New Global R&D Framework



Discovery Research (1)

Improve Discovery Capability in JP, US & Europe

Discovery Research (2)

Improving Discovery Capability in JP, US & Europe



Strengthening translational area

Tripartite discovery research centers in Japan, US and Europe will enable us to improve the capability to carry out discovery work inclusive of compound selection

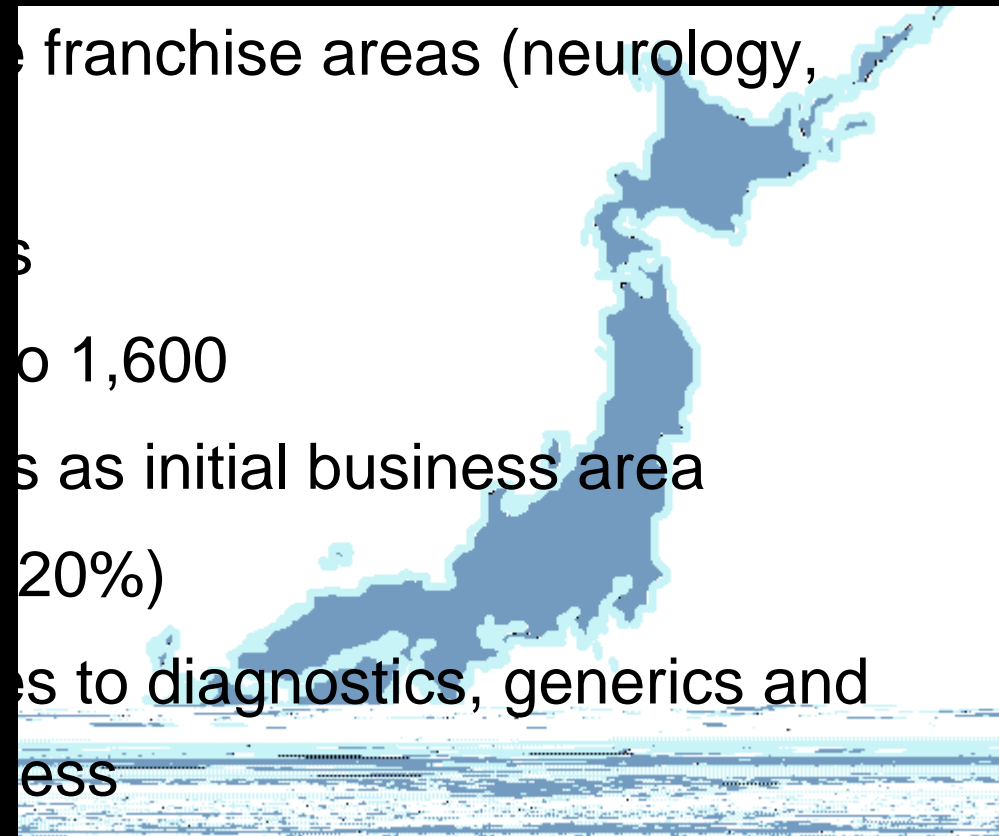
Clinical Research

Oncology Business

Business Strategy in America

¥440 billion in FY2011, CAGR 10%

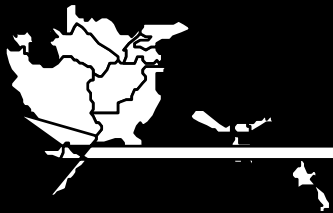
Business Strategy in Japan



¥360 billion in FY2011, CAGR 4%



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Aricept Strategy

¥275 billion global sales in FY2011, CAGR 6%



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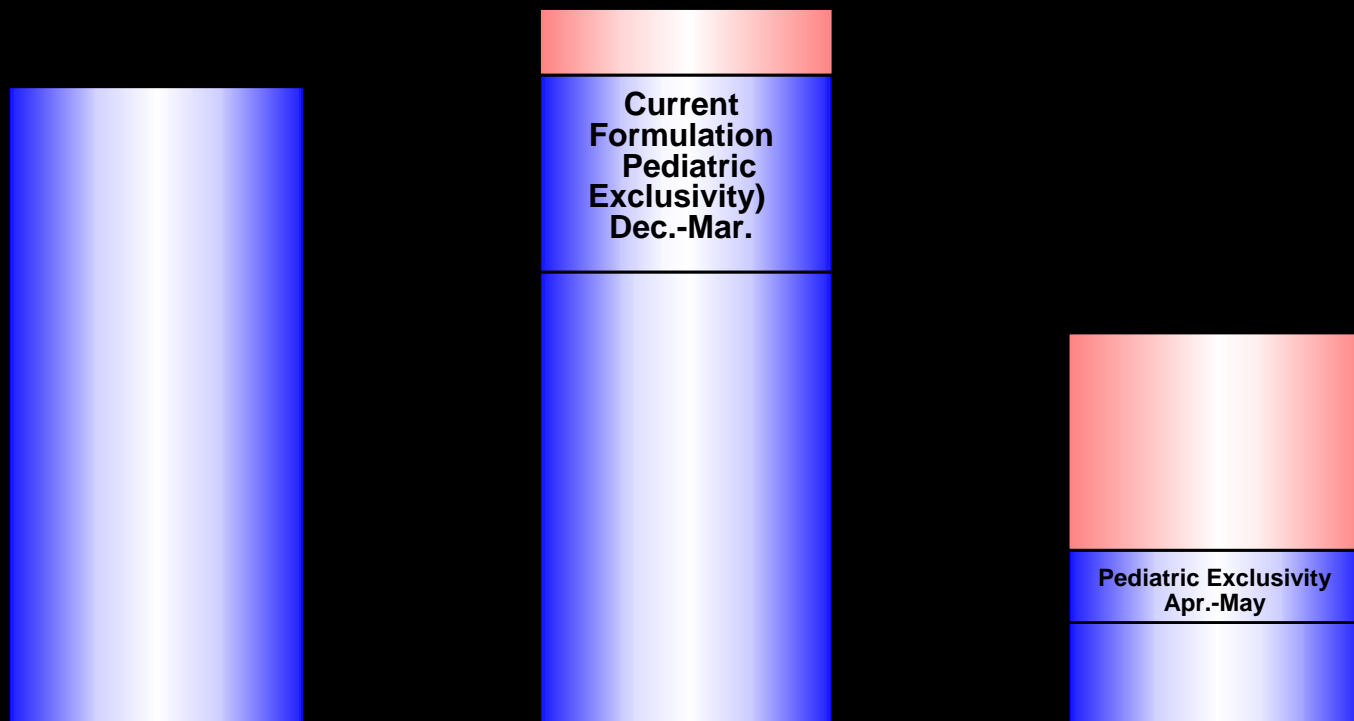
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Approaches to Composition Patent Expiry of *Aricept* in 2010 in US



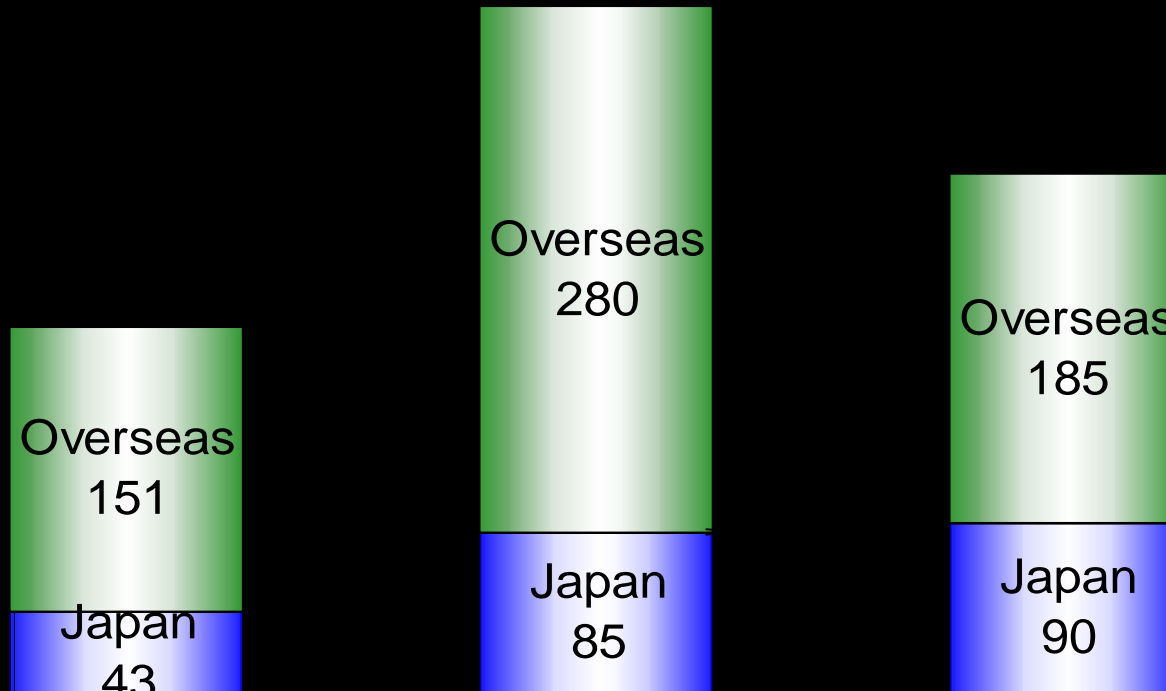
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Global *Aricept* Sales Plan

FY2011 Sales 75% of FY2010

Contribution of Growth in Japan, Europe and Asia



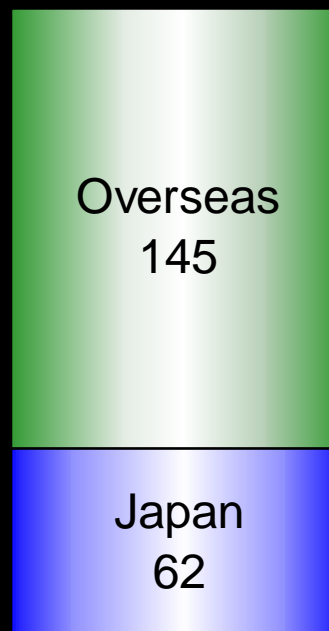
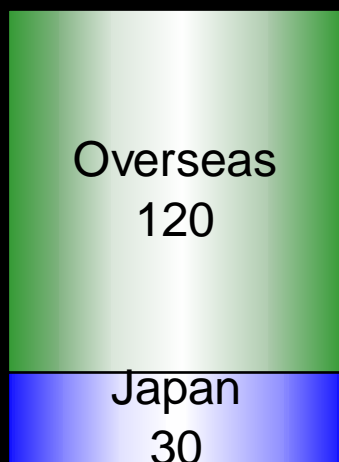
**CAGR
(05-11)**
Japan :13%
Europe:12%
Asia: 12%

AcipHex/Pariet Strategies

¥207 billion global sales in FY2011, CAGR 6%



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IR Policy

DOE
approx. 8%

DPR
approx. 50%

ROE
approx. 16%

Trends of the Five Mid-term Strategic Plans

