



# 1Q FY2007

(Fiscal Year Ending March 31, 2008)

# Financial Results Presentation



July 31, 2007

**Fisai Co. Ltd**



# Safe Harbor Statement

- 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.
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- 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.





*Aricept*<sup>®</sup>

Alzheimer's disease  
treatment

	1Q FY2006	1Q FY2007	
	Results	Results	YOY (%)
Total	<b>53.7</b>	<b>67.3</b>	125
Japan	<b>11.5</b>	<b>14.9</b>	130
US	<b>33.1</b>	<b>41.5</b>	125
\$ million	<b>289</b>	<b>343</b>	119
Europe	<b>7.7</b>	<b>9.2</b>	119
Asia	<b>1.4</b>	<b>1.8</b>	129
Total			



# Sales to Customers by Geographic Area

(billions of yen, %)

	1Q FY2006		1Q FY2007			
	Results	%	Results	%	YOY (%)	Change
Japan	70.9	46.1	<b>78.3</b>	44.5	110	7.3
North America	65.7	42.7	<b>76.8</b>	43.6	117	11.1
Europe	12.4	8.0	<b>14.1</b>	8.0	114	1.7
Asia, Oceania & Middle East	4.9	3.2	<b>6.9</b>	3.9	141	2.0
Overseas total	83.0	53.9	<b>97.8</b>	55.5	118	14.8
Total	153.9	100.0	<b>176.0</b>	100.0	114	22.1





	1Q FY2006		1Q FY2007			
	Results	%	Results	%	YOY (%)	Change

Net Revenue

**576**      100.0      **644**      100.0      112      68

*Aricept*<sup>®</sup>

**289**      50.3      **343**      53.3      119      54

*AcipHex*<sup>®</sup>

**256**      44.4      **263**      40.9      103      8

*Fragmin*



# U.S. Business (1)

## Preparations for Launch of E7389

- Target Subpart H NDA Submission in 3Q FY2007
- Global Oncology Strategy
  - Medical and Marketing
    - Global Medical & Marketing Services facilitates global oncology strategy
  - API Production
    - Process validation of 3 batches at P1 building at Kashima Plant is ongoing
    - Commercial production to begin after validation
  - Production
    - Construction of the new oncology parenteral facility in North Carolina initiated
    - Validation to start in FY2009 (Initial commercial production to be outsourced)



New Oncology Parenteral Facility  
in North Carolina Production Site





# U.S. Business (2)

## Preparations for Launch of E7389

- Started Preparation for Launch in U.S

- Participation in Scientific Meetings

- Aims to increase scientific presence of Eisai in oncology through participation in conferences such as ASCO and San Antonio Breast Cancer Symposium

- Oncology Team

- Core team that consists of production, logistics, marketing, sales support, reimbursement, and medical education is preparing to execute the US oncology strategy for E7389 including selection of the brand name

- Sales and Marketing

- Plans to have field force of approximately 150 (Oncology Team and Hospital Team)
- Aims to prepare for managed care reimbursement



ASCO 2007



INOVELON

*prialt*





# Chinese Business



## Revolutionary change in Sales and Marketing

- **China as an independent business unit in Asia**
  - Positioning China as the most critical market for our future growth by implementing a distinct management system within Asian region
- **Revolutionary change in sales and marketing**
  - Actively enforcing marketing (small meetings and information provision) with an emphasis on compliance (460 MRs)
  - Established two departments under marketing headquarters to enhance MR's competence and provide the highly detailed tactical assistance required by MRs
- **Enhance accuracy and speed of decision-making and information transmission & collection**
  - Chinese sales market divided into three regions (Beijing area, Shanghai area and Guangzhou area) and 11 territories (previously 7 regions and 90 territories)
- **Enrich product portfolio to achieve the target of Dramatic Leap Plan**
  - Enrich human resources of business development (BD)

# Japanese Business (1)



## Good Sales of *Aricept*<sup>®</sup> and *Pariet*<sup>®</sup>, and Solid Growth of Locomotory System and Cardiovascular Products

- Prescription pharmaceuticals business achieved 11% sales growth
- Outperformed the market growth by 3 points (IMS)
- *Actonel*<sup>®</sup> once-weekly formulation launched  
Achieved more than 50% sales growth compared to the previous period
- *Tambocor*<sup>®</sup> received an additional indication for paroxysmal atrial fibrillation/flutter  
Contributes to disease management by preventing cardioembolic stroke
- *Nitrol*<sup>®</sup> injection syringe launched  
Improves usability and safety management in treatment
- *Pariet*<sup>®</sup> for *h. pylori* secondary eradication passed the final reviewing process (Pharmaceutical Affairs and Food Sanitation Council) by MHLW
- A treatment for insomnia, *Lunesta*<sup>®</sup> (U.S. brand name) licensed from Sepracor Inc.  
Eisai will conduct Phase II and later studies in Japan and plans to file for approval by the end of Dramatic Leap Plan



Nitrol injection syringe



# Japanese Business (2)

*Aricept*





# Novel Anti-tumor Mechanism of E7107

Published in Nature Chemical Biology

- “RNA Splicing” – Novel anti-tumor mechanism
  - E7107 is believed to modulate the function of splicing factor SF3b by impairing splicing and inhibiting tumor cell growth
  - Exploring effect in cases resistant to existing oncology treatment
- Novel chemical structure
  - Chemically modified “pladienolide” becomes E7107
- Prominent activity against tumors
  - Observed tumor regression effects in many cancer types in mice transplanted

