

EISAI ANNOUNCES LAUNCH OF ANTICANCER AGENT HALAVEN® IN INDIA

Eisai Co., Ltd. (Headquarters: Tokyo, President **BAÛOUKPa` [Á aã] ÉCõ aãDã } [~ } &^ãÁ åæ**) that its Indian subsidiary Eisai Pharmaceuticals India Pvt. Ltd. (Mumbai, **Eisai India**) has launched the anticancer agent Halaven® (eribulin mesylate).

Halaven is a novel anticancer agent discovered and developed in-house by Eisai and is currently approved in more than 50 countries, including Japan, the United States and in Europe. Halaven was approved in India in April 2013 for the treatment of locally advanced or metastatic breast cancer previously treated with at least two chemotherapy regimens including an anthracycline and a taxane.

Approximately 115,000 women in India are newly diagnosed with breast cancer each year¹, with this type of cancer estimated to overtake cervical cancer by 2020 as the most common cancer type among Indian women². Furthermore, due to late diagnosis and treatment, discontinuation of treatment and similar factors, the mortality rate among patients with breast cancer in India is higher than that in European countries and the United States.¹ In addition to a lack of understanding about the disease and poor access to treatment, economic reasons are also among the contributing causes.

To coincide with the launch, Eisai India will also introduce a tiered-pricing model in which the cost burden to patients is differentiated according to income level, with costs to range from full payment by the patient to total reimbursement by Eisai. As a global pharmaceutical company, Eisai believes that improving access to medicines is an important mission and, since launching its anti-Alzheimer's agent Aricept® (brand name in India: Aricep®) and proton pump inhibitor Pariet® (brand name in India: Pariti) in India in 2005, has been providing both drugs to patients at affordable prices that take into account India's economic and medical conditions to ensure that patients are able to cover the cost of purchasing these medicines.

Eisai will continue to adopt proactive measures aimed at increasing access to its innovative pharmaceutical products in emerging countries and the developing world in order to ip TJETBT1 238.761 0 0 1 0.38

[Notes to editors]

1. About Halaven[®] (eribulin mesylate)

Halaven, a non-taxane, microtubule dynamics inhibitor with a novel mechanism of action, belongs to a class of antineoplastic agents, the halichondrins, which are natural products isolated from the marine sponge *Halichondria okadae*. It is believed to work by inhibiting the growth phase of microtubule dynamics without affecting the shortening phase and sequestering tubulin into nonprod