

**EISAI TO LAUNCH FIRST CHOCOLA BB BRAND PRODUCT
"CHOCOLA BB® ROYAL DRINK" IN CHINA**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it has launched its Chocola BB® Royal Drink (Chinese name: Chocola BB-12 (esga B)-<-3(hoc)66 0 Tw (,)Tj 2.988 0 Td (,)Tj -0.002 Tc 0.254 Tw 0

By marketing the Chocola BB series of products, Eisai is committed to supporting the beauty and wellness of a wider group of consumers in the Asia region, including Japan and China.

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[Notes to editors]

[Product Outline]

1. Product Name:

Chocola BB[®] Royal Drink (Chinese name: “ ”)

2. Nutrients (per 50 mL bottle):

Energy	approximately 9 kcal
Vitamin B ₆	0.08 mg
Nicotinamide	0.9 mg
Taurine	25 mg
L-carnitine	30 mg

(Product also contains royal jelly, collagen, coix seed, polygonatum rhizome and goji berry, however these ingredients are not printed on the label due to Chinese regulations.)

3. Manufacturer's Suggested Retail Price (tax inclusive):

3 bottle pack	100 RMB
6 bottle pack	195 RMB
10 bottle pack	300 RMB

4. Exported By:

Eisai Co., Ltd.

Manufactured By:

Daiichi Yakuhin Kogyo Co., Ltd.

Marketed By:

Eisai (Suzhou) Trading Co., Ltd.

[Product Photograph]