

Global Pharmaceutical Seminar 2010

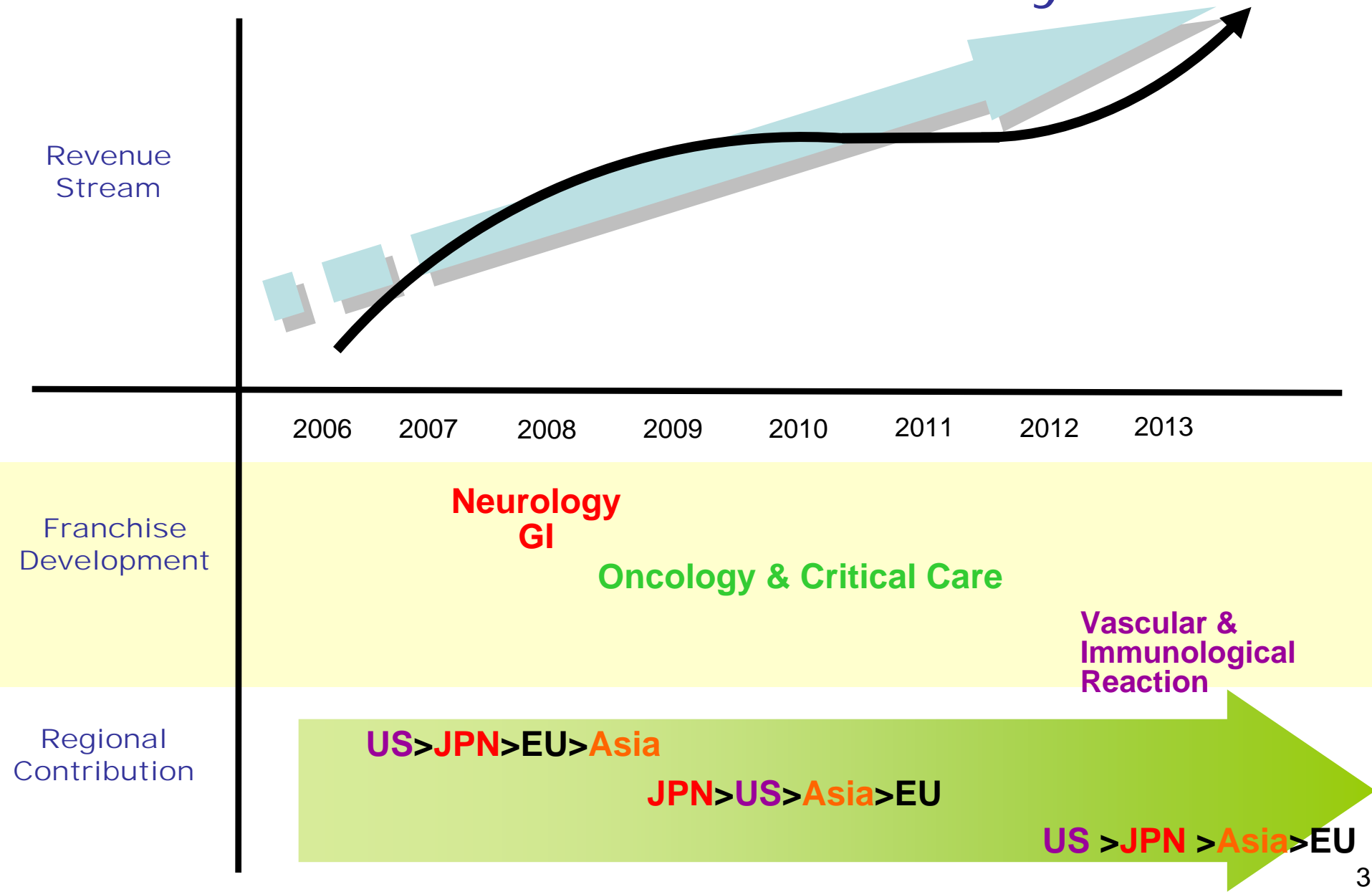


February 9, 2010
Eisai Co., Ltd.

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.
- Risks and uncertainties include general industry and market conditions, and general domestic and international economic conditions such as interest rate and currency exchange fluctuations. Risks and uncertainties particularly apply with respect to product-related forward-looking statements. Product risks and uncertainties include, but are not limited to, technological advances and patents attained by competitors; challenges inherent in new product development, including completion of clinical trials; claims and concerns about product safety and efficacy; obtaining regulatory approvals; domestic and foreign healthcare reforms; trends toward managed care and healthcare cost containment; and governmental laws and regulations affecting domestic and foreign operations.
- Also, for products that are approved, there are manufacturing and marketing risks and uncertainties, which include, but are not limited to, inability to build production capacity to meet demand, unavailability of raw materials, and failure to gain market acceptance.
- 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.

Trajectory Optimization of Eisai's Growth Story



Four products targeted for launch in FY2010 are making steady progress

Aricept-SR (23mg)

Intending to provide **further benefit for moderate-to-severe Alzheimer's disease treatment**; try to make a **paradigm shift**

- New sustained-release technology with stable, favorable PK profile that maintains higher anti-cholinesterase activity to seek better benefits for patients
- Aricept SR could potentially provide additional benefit to moderate to severe Alzheimer's disease (AD) patients who are already prescribed Aricept 10mg mono-therapy or in combination with memantine
- NDA submitted in U.S.: September 24, 2009

Eribulin (E7389)

Striving to establish the **new gold standard for breast cancer**

- Anticancer agent/Microtubule dynamics inhibitor
(novel mechanism of action on microtubule)
- Phase III in breast cancer (study 305: third line): eribulin showed statistically significant extension in the primary endpoint of median overall survival, compared to treatment of physician's choice group
- Completed patient enrollment for phase III in breast cancer (study 301: second line) ; Phase II trial in sarcoma and phase Ib/II in NSCLC (combination with carboplatin) ongoing
- Targeting NDA/MAA submissions in Japan, U.S. and Europe: March 2010

Eritoran (E5564)

Aiming for the first-in-class TLR4 (toll-like receptor 4) antagonist for severe sepsis treatment, which is a **truly life-saving drug**

- Sepsis treatment/TLR4 antagonist (novel mechanism of action)
- Eritoran could potentially save 100 lives every single day in the U.S. alone
- Achieved patient-out for 1500th patient on January 6, 2010
- DMC (Data Monitoring Committee) scheduled for late March
- Targeting NDA/MAA submissions in Japan, U.S. and Europe: 1Q FY2010

AcipHex-ER

Seeking the **potentially strongest PPI maintaining the longest pH holding time**

- Goal is to meet the unmet medical needs of patients suffering from GERD and heartburn
 - Approximately 1/3 of all GERD sufferers take both an H2 antagonist and PPI to cope with their symptoms
 - Nocturnal heartburn is still unresolved problem
- Through its long-acting formulation, showed its longer pH holding time versus esomeprazole (phase I: study 017)
- Achieved the database lock for six phase III trials; required criteria for NDA submission have been met
- Targeting NDA/MAA submissions in U.S. and Europe: March 2010

Japan and China to lead Eisai's growth

Significant qualitative improvement in provision of medical information with enhanced market satisfaction by integration of four businesses (prescription drugs, OTC, diagnostics, and generics)

- With high growth of major products, the prescription drugs business growth (+13%) outperformed the market by 5 points*
 - Aricept: sales growth +19%
 - Pariet: sales growth + 23%
 - Actonel: sales growth +22%
 - HUMIRA: sales growth +311%
 - Diagnostics: sales growth +16% * All the sales growth figures are for Apr. – Dec. 2009
 - Generics: sales growth +48%
- Franchise development for sustainable growth
 - To enter into oncology/critical care
 - To rapidly accelerate growth of immunology/inflammatory area
 - To expand the neurology area
 - To strengthen the GI area

With the **rise of middle income class population** and the **expansion of medical insurance coverage**, developing NCEs such as clevudine (hepatitis B) and E5501 (thrombocytopenia) catering to the unmet medical needs inherent in China

- No.1 in China among Japanese peers for the past 12 months as a result of high growth that outperformed the market
 - +44% YOY (Apr. - Dec., 2009; local currency basis)
 - ✓ Aricept: +45% (local currency basis)
 - ✓ Pariet: +67% (local currency basis)
- Accelerating growth by leveraging new listing of four products on the National Reimbursement Drug List
 - Aricept, Selbex, alpha-Lipon 300 STADA, and Kestine
- Expansion of franchise in response to local disease structure in China (Disease structure in the emerging areas to shift from communicable to non-communicable diseases)
 - Hepatic disease area (Hepatitis B: approx. 90 mil.; Hepatitis C: approx. 40 mil.)*
 - Diabetes area (approx. 40 mil.)
 - Oncology area (breast cancer: approx. 0.15 mil.; lung cancer: approx. 0.5 mil.)

() number of patients by internal estimates

* Number of virus-infected patients

Eisai Product Creation Systems: Integration of venture-like productivity and knowledge as a comprehensive pharmaceutical company

Product Creation Units (PCU)
Realizing venture-like productivity by
autonomous unit management

Neuroscience PCU

Oncology PCU

Morphotek PCU

(oncology-related antibody technology)

Frontier PCU

(immunology & inflammatory, vascular biology)

Premier PCU

(selected late-stage important projects, e.g., E5564, E5555, Aciphex-ER)

Japan Clinical Research Center PCU

KAN PCU

(new drug discovery by cellomics research)

Core Function Units (CFU)
Aiming to shorten development time by
integrating cutting-edge technologies

Biomarker & Personalized Medicine CFU

Next Generation Systems CFU

(chemical library & screening technology)

Biopharmaceutical Assessments CFU

Pharmaceutical Science & Technology CFU

Global Regulatory Affairs CFU

Scientific & Operational Clinical Support CFU

collaboration

Project Collaboration Among PCUs

Example:

- Oncology PCU and Morphotek PCU / Frontier PCU and KAN PCU: pairing of both small-molecule inhibitor and monoclonal antibody targeting a specific tumor type or disease pathway

CFUs Partnering with PCUs' Project Teams

Example:

- Biomarker & Personalized Medicine CFU and PCUs: Early incorporation of biomarker research to enhance success rate of targeted clinical trials in therapeutic areas such as Alzheimer disease/ oncology

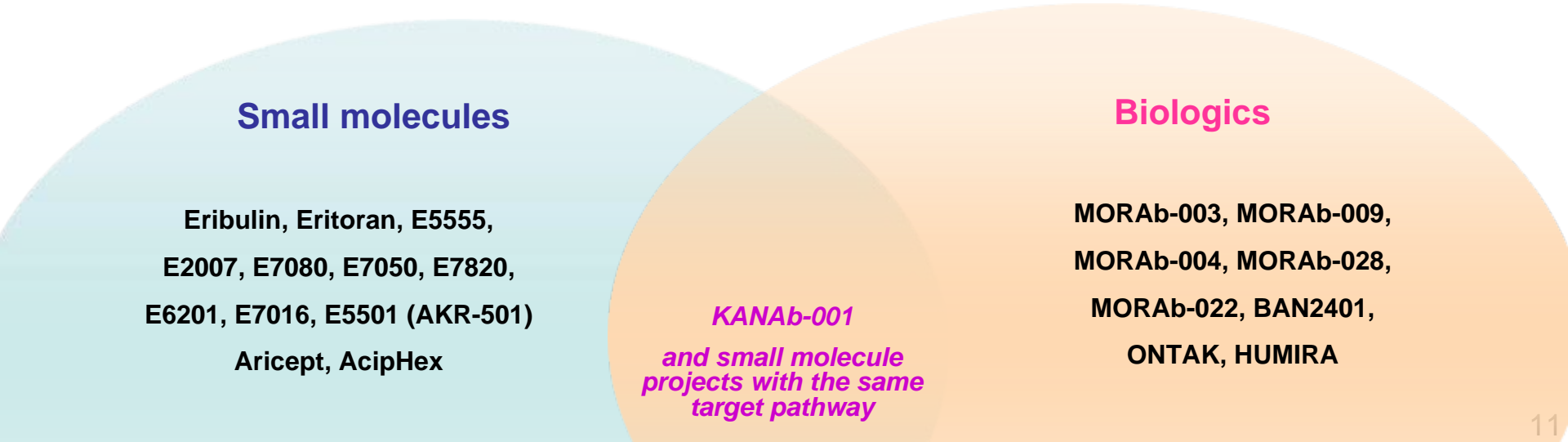
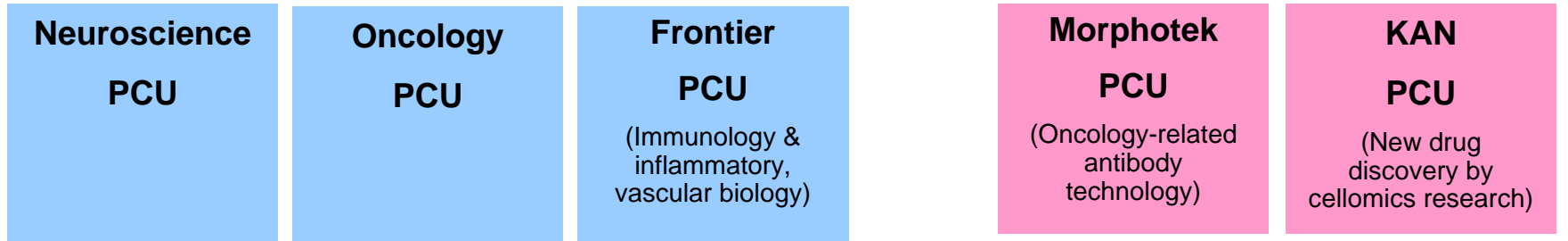
Technology Collaboration Among CFUs

Example:

- Biopharmaceutical Assessments CFU and Next Generation Systems CFU: iPS cell technology and panel assays for early off-target detection for prediction of clinical safety

Eisai's competitive edge

Eisai has in-house ability from discovery to marketing of both small molecules and biologics



Platform

Projects

Alzheimer's Disease

- A β hypothesis related molecular and cell biology
- Deep knowledge of AD clinical research

Aricept SR Aricept Patch Aricept LCM

E2212 (gamma-secretase modulator)

BAN2401 (anti-beta amyloid antibody)

E2609 (beta-secretase inhibitor)

Sepsis

- TLR-related technologies and knowledge

Eritoran (TLR4 antagonist)

Oncology

- Small-molecule based medicinal chemistry
- Morphotek's proprietary antibody technology and know-how
- Cancer cell biology and genomics

Eribulin (microtubule dynamics inhibitor)

E7080 (Multi-targeted receptor tyrosine kinase inhibitor)

MORAb-003 (MAb to folate receptor alpha)

Dacogen

Bendamustine

DC Bead

E6201

E7820

E7016

E7050

MORAb-004

MORAb-028

MORAb-009

Immunology & Inflammation

- Chemokines focused approach
- Signal transduction related to immunological reaction

KANAb-001

(monoclonal antibody targeting chemokine)

E6201

MORAb-022

Enriched pipeline to support our revenue stream projection - NDA Filing Schedule -

FY2009	FY2010	FY2011	FY2012	FY2013 and thereafter
Aricept-SR (AD)	Aricept-patch ^{*5} (AD)	E2007 (Epilepsy)	Aricept (Lewy body dementia)	E2212 (AD)
Pregabalin ^{*1} (Peripheral neuropathy, diabetic neuropathy)	SEP-190 ^{*6} (Insomnia)	HUMIRA ^{*3} (Ulcerative colitis)	Eribulin (Breast, 2nd)	BAN2401 (AD)
Eribulin (Breast, 3rd)	Dacogen (AML)	HUMIRA ^{*3} (Joint destruction)	MORAb-003 (Ovarian, platinum-sensitive)	E2508 (Depression)
Bendamustine ^{*2} (Low-grade non-Hodgkin's lymphoma)	DC Bead (Hepatocellular cancer)	Clevudine (Type B hepatitis)	E7080 (Melanoma)	E2609 (AD)
HUMIRA ^{*3} (Ankylosing spondylitis)	Eritoran (Severe sepsis)	Uritos (Overactive bladder)	E5555 (ACS, atherothrombosis)	AS-3201 (DP)
HUMIRA ^{*3} (Crohn's disease)	HUMIRA ^{*3} (Juvenile rheumatoid arthritis)		E5501 (Idiopathic thrombocytopenic purpura)	Bendamustine ^{*2} (IG-HG NHL)
SA-001 ^{*4} (Pancreatic exocrine insufficiency)	LIVACT (Chronic type B hepatitis)			MORAb-009 (Mesothelioma)
AcipHex-ER (GERD)	Urief (Benign prostatic hyperplasia)			E6201 (Solid tumor)
				MORAb-004 (Solid tumor)
				E7050 (Solid tumor)
				MORAb-028 (Solid tumor)
				E7016 (Solid tumor)
				Bendamustine ^{*2} (Multiple Myeloma)
				MORAb-022 (RA)
				E5501 (TLD-Acute)
				E5501 (TLD-chronic)
				E6201 (Psoriasis)

: Neurology
 : Oncology
 : Critical Care
 : GI
 : Urology

*1: Submission by Pfizer Japan Inc. in FY2008

*2: Submission by Symbio Pharmaceuticals Limited

*3: Submission by Abbott Japan Co. Ltd.

*4: Submission by Solvay Seiyaku K.K.

*5: Submission by Teikoku Pharrma USA, Inc.

*6: Marketed as "LUNESTA" in the U.S.

Establishment of New Value Chain

Aiming to realize affordable pricing for innovative medicines

< Newly Established Modern Facilities >



European Knowledge Centre
Hatfield, UK
**(European headquarters,
product creation, formulation
and manufacturing)**



Eisai Knowledge Centre, India
Vizag, India
**(API process research, API
manufacturing and formulation)**



**Koishikawa Knowledge
Center**
Tokyo, Japan
(Clinical development)



Morphotek
PA, USA
(Large-scale pilot antibody manufacturing)



Research Triangle Park NC, USA
(Oncology formulation and packaging)

One of the most advanced corporate governance systems in Japan
- commitment to protection of the shareholders' best interests -
(since June 2004)

General Meeting of Shareholders

Board of Directors: 11 members (7 Independent, 4 Inside), Chair: Independent

Audit Committee
5 members
(3 independent, 2 Inside)
Chair: Independent

Audit by Audit Committee

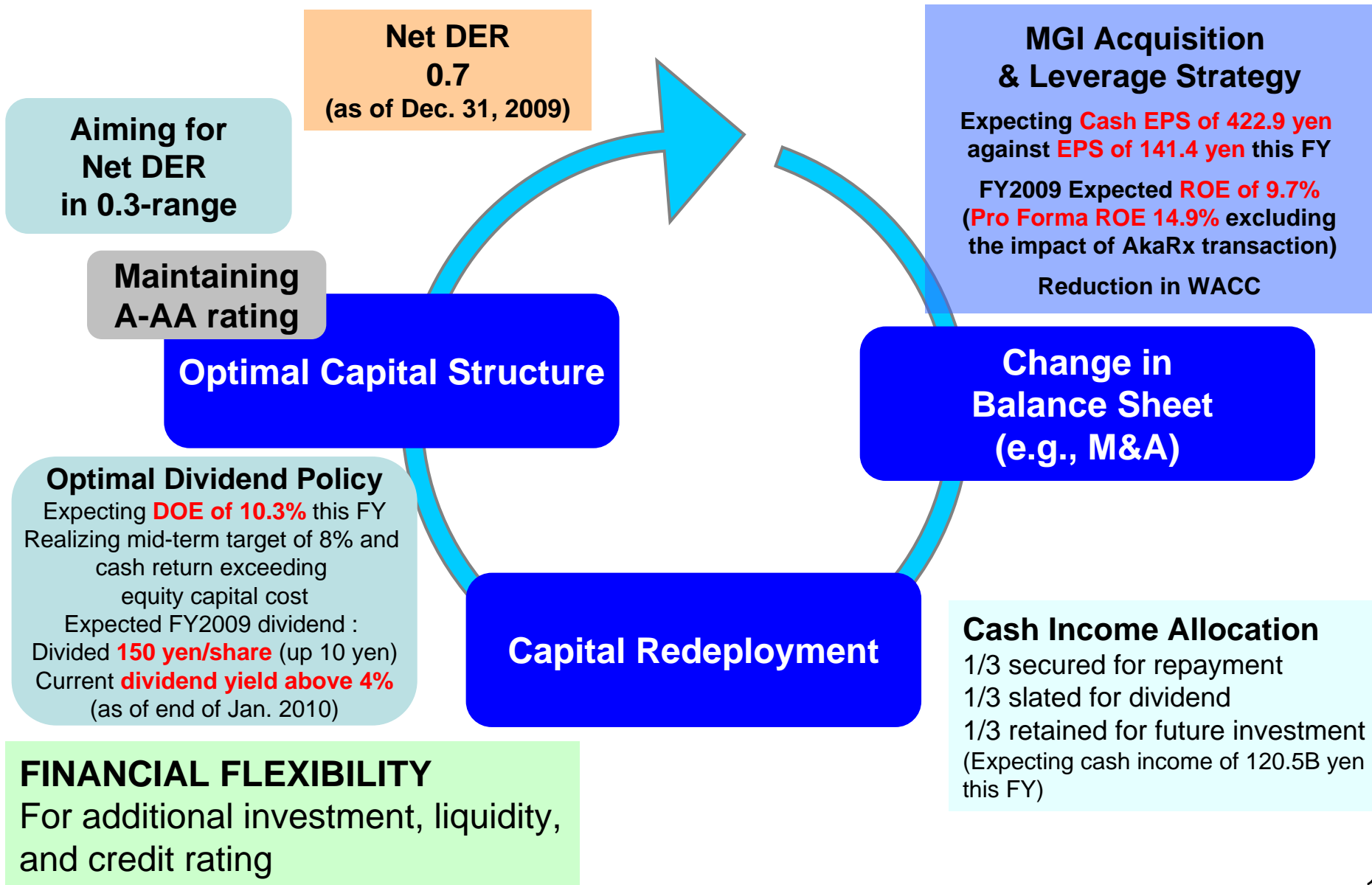
Nomination Committee
3 members
(All members are Independent)

Compensation Committee
3 members
(All members are Independent)

Corporate Management

- CEO and Chairperson of the Board are segregated with the Chair being an independent outside director
- Three Committees (Audit, Nomination, Compensation) with each Chair thereof being an independent outside director

- Capital Allocation for Sustainable Shareholders' Value Enhancement -



FY2009 Financial Forecast

(Billion Yen, %)

	FY2008		FY2009			FY2009 Pro Forma*	
	Results	%	Forecast	%	YOY	Forecast	YOY
Net Sales	781.7	100.0	803.0	100.0	103	803.0	103
Cost of Sales	152.5	19.5	161.0	20.0	106	161.0	106
Gross Profits	629.3	80.5	642.0	80.0	102	642.0	102
R&D Expenses	156.1	20.0	181.0	22.5	116	157.4	101
SG&A Expenses	381.4	48.8	379.5	47.3	100	379.5	100
Operating Income	91.8	11.7	81.5	10.1	89	105.1	114
Ordinary Income	82.6	10.6	74.5	9.3	90	98.1	119
Net Income	47.7	6.1	40.3	5.0	85	63.9	134
Cash Income	119.0		120.5				
Dividend per Share (yen)	140		150				

- FY2009 forecast includes the in-process R&D of 23.6B yen (\$255M) from acquisition of AkaRx, Inc.
- Estimated exchange rates for 4Q FY2009: U.S.\$ = 90 yen, Euro = 130 yen, GBP = 145 yen
- Cash income is the total amount of cash available for investments for growth, business development, dividend payment, and repayment of borrowings, etc.
 Cash income = Net income + Depreciation of PP&E and amortization of intangible assets + In-process R&D + Amortization of goodwill + Loss on impairment (including loss on devaluation of investment securities)
- *Pro-forma forecast: excluding the impact of the in-process R&D of 23.6B yen (\$255M) from acquisition of AkaRx, Inc.

< Neurology >		
Name	Description/Mechanism of Action	Targeted Indication
Aricept-SR	Acetylcholinesterase inhibitor - Aricept sustained release formulation	Alzheimer's disease
Aricept-patch	Acetylcholinesterase inhibitor - Aricept patch formulation	Alzheimer's disease
Aricept (DLB)	Acetylcholinesterase inhibitor - Dementia with Lewy Body	Lewy body dementia
Pregabalin	Voltage-dependent calcium channel, $\alpha 2\delta$ subunit	Peripheral neuropathy, Diabetic neuropathy
E2007	Selective AMPA-type glutamate receptor antagonist	Epilepsy
SEP-190	Non-benzodiazepine type allosteric GABAA receptor agonist	Insomnia
E2212	γ -secretase modulator	Alzheimer's disease
BAN2401	Humanized monoclonal antibody selective for A β protofibrils	Alzheimer's disease
E2508	CRF1(corticotropin releasing factor 1) antagonist	Depression
E2609	β -secretase inhibitor	Alzheimer's disease
AS-3201	Aldose reductase inhibitor	Diabetic neuropathy
< Oncology >		
Name	Description/Mechanism of Action	Targeted Indication
Eribulin	Novel microtubule dynamics inhibitor, synthetic analog of halichondrin B	Breast cancer 3rd line, breast cancer 2nd line
Dacogen	DNA methylation inhibitor	Acute myelogenous leukemia (AML)
Bendamustine	Alkylating agent	Low-grade non-Hodgkin's lymphoma, multiple myeloma
DC Bead	Drug-eluting beads for embolization	Hepatocellular cancer
E7080	Multi-targeted tyrosine kinase inhibitor of VEGFR, FGFR, PDGFR, KIT and RET	Melanoma
MORAb-003	Humanized IgG1 monoclonal antibody to FR α (folate receptor alpha)	Ovarian cancer
MORAb-009	Chimeric IgG1 monoclonal antibody to mesothelin	Mesothelioma
MORAb-004	Humanized IgG1 monoclonal antibody to endosialin /TEM-1(tumor endothelial marker-1)	Solid tumor
MORAb-028	Fully human IgM monoclonal antibody to GD2 (ganglioside 2)	Solid tumor
E6201	Inhibitor of MEK1 and MEKK1 kinases	Solid tumor
E7050	c-MET/EGFR2 inhibitor	Solid tumor
E7016	PARP(poly ADP-ribose polymerase) inhibitor	Solid tumor
< Critical Care >		
Name	Description/Mechanism of Action	Targeted Indication
Eritoran	Toll like receptor 4 (TLR4) antagonist	Severe sepsis
HUMIRA	Fully human monoclonal antibody for TNF-alpha	Crohn's disease, ankylosing spondylitis, juvenile rheumatoid arthritis, joint destruction, ulcerative colitis
E5555	Protease-activated receptor 1 (PAR-1) antagonist	Acute coronary syndrome, atherothrombosis
E5501 (AKR-501)	Thrombopoietin (TPO) receptor agonist	Idiopathic thrombocytopenic purpura, thrombocytopenia associated with liver diseases
< GI >		
Name	Description/Mechanism of Action	Targeted Indication
Aciphex-ER	Aciphex extended-release formulation	GERD (gastroesophageal Reflux disease)
Clevudine	DNA polymerase inhibitor	Hepatitis B
SA-001	Pancreatic enzyme replacement	Pancreatic exocrine insufficiency
LIVACT	Branched-chain amino acid formula	Hypoalbuminemia in patients with decompensated hepatic cirrhosis
< Urology >		
Name	Description/Mechanism of Action	Targeted Indication
Uritos	Muscarinic M1, M3 receptor antagonist	Urinary incontinence associated with overactive bladder
Urief	Alpha 1a adrenergic-receptor antagonist	Benign prostatic hyperplasia

E5501 (AKR-501)

Aiming for best-in-class that meets global unmet medical needs

- Treatment for thrombocytopenia/thrombopoietin receptor agonist
- Completed the acquisition of AkaRx, Inc. in the amount of \$255 million in the U.S. and obtained the exclusive worldwide rights to develop, market, and manufacture E5501 as of January 2010; Eisai had obtained an option right to acquire AkaRx, Inc. through acquisition of MGI PHARMA, INC. in January 2008, as well as a development and license agreement relating to E5501.
- Confirmed POC in Phase II trial for idiopathic thrombocytopenic purpura (ITP)

64 ITP patients: 28-day oral dosing - effective response rate of platelet increase

Visit	Placebo	E5501			
		2.5 mg	5 mg	10 mg	20 mg
Day 14	0%	20%	60%	78.6%**	93.3%**
Day 28	0%	13.3%	53.3%	50%	80.0%**

Confirmed statistically significant response rate of platelet increase

** p<0.005 vs placebo

- Striving to develop for indications associated with hepatic diseases to address high unmet medical needs in emerging areas
 - 7% of population is infected by hepatitis B and 3% of population is infected by hepatitis C
 - Antiviral agent market in China: 1,984 million RMB (approx. 26 billion yen based on 1 RMB = 13 yen) in FY2008; expansion by average CAGR of 34% for the past five years
 - Phase II trials ongoing for thrombocytopenia associated with hepatic diseases [viral hepatitis, alcoholic hepatitis, and NASH (non-alcoholic steatohepatitis)]
 - Planning for phase II trial for improvement of platelet decrease in viral hepatitis patients who require interferon therapy