

December 6, 2018
Eisai Co., Ltd.

EISAI JOINS WORLD ECONOMIC FORUM CENTRE FOR THE FOURTH INDUSTRIAL REVOLUTION JAPAN

Eisai Co., Ltd. (“Eisai”) announced today that Eisai has joined the World Economic Forum Centre for the Fourth Industrial Revolution Japan (Headquarters: Tokyo, “Japan Centre”).

The World Economic Forum (WEF) established the Centre for the Fourth Industrial Revolution in San Francisco, the United States, in March 2017 as a site for focused discussions on and demonstrations of initiatives related to the Fourth Industrial Revolution which makes use of artificial intelligence (AI), Internet of Things (IoT), and other technologies. The Japan Centre was established in Tokyo in July 2018 as one of the global sister centers of the World Economic Forum Centre for the Fourth Industrial Revolution in partnership with Japan's Ministry of Economy, Trade and Industry (METI), the Asia Pacific Initiative and the WEF. The Japan Centre will actively study the construction of a legislative system that promotes innovation along the three themes of healthcare, data policy and mobility as its focus areas.

Under the medium-term business plan EWAY 2025, Eisai is implementing various digitalization initiatives starting with AI and analysis of big data which includes real world data. Specifically in the field of dementia, Eisai is collaborating with partners such as other pharmaceutical companies, governments, medical organizations, care facilities, companies developing diagnostic medicines, IT companies and insurance companies, toward the establishment of the Dementia Total Ecosystem with the Eisai Dementia Platform comprised of Eisai's experience, know-how, various types of data and networks on dementia as the foundation, based on the voices of people living with dementia and their families.

By joining the Japan Centre, Eisai seeks to further strengthen its collaboration with various partners and contribute to improving the QOL (Quality of Life) of patients, including people living with dementia, and their families.

*The Fourth Industrial Revolution: Refers to the technological innovation associated with data utilization technologies including IoT, big data and AI. With the potential to transform the industrial structure into something new following mechanization, mass production and automation, it will have a significant impact on Japan's economy.

(Reference: METI presentation materials)