

No.18-16

February 26, 2018  
Eisai Co., Ltd.

## **LAUNCH OF “DEMENTIA SUPPORT” INSURANCE TO PROVIDE FOR DEMENTIA IN JAPAN** *JOINTLY DEVELOPED BY EISAI AND SAINT-PLUS*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced that it has jointly developed with Saint-Plus Small Amounts and Short Term Insurance Co., Ltd. (Headquarters: Tokyo, President: Eiichiro Sakamoto, “Saint-Plus”) dementia diagnosis lump-sum insurance “Dementia Support” in Japan, and that Saint Plus has launched this product today.

According to the Ministry of Health, Labour and Welfare, the number of people with dementia was approximately 4.62 million in 2012, and is expected to increase to approximately 7 million by 2025. According to a survey on dementia conducted by Eisai of 224 men and women aged 40 and older, the highest source of anxiety was “personal or family member’s incidence of dementia” followed by “burden of nursing care on family” and “financial burden caused by dementia care,” while the top three factors for reducing anxiety were “consulting with healthcare and nursing care professionals, the government and other organizations,” “preparing savings and other finances” and “obtaining information on preventing dementia.”

Eisai and Saint-Plus entered into a joint development agreement for insurance that aims to reduce anxiety over dementia in December 2016, and jointly developed “Dementia Support” small amount short-term insurance to provide for dementia. For beneficiaries aged 40 to 90, submitting an application is possible with a simple notice even after becoming certified as requiring long-term care and beneficiaries receive a lump-sum payment upon diagnosis of specific conditions such as organic dementia. In addition, as ancillary services, policyholders and beneficiaries may be provided with various kinds of useful information on dementia as well as introduced to services including telephone consultation services operated by the non-profit organization Alzheimer’s Association Japan about matters such as symptoms of dementia and concerns about nursing care.

The sale of insurance, including provision of ancillary services, is handled by Saint-Plus, and Eisai receives royalties relating to joint development.

Eisai has been engaged for many years in activities for “creating communities that co-exist with dementia.” In carrying out these activities, Eisai has identified real world needs and issues. By not only developing next-generation treatments but also providing solutions to these needs and issues in cooperation with partners, Eisai seeks to make continued contributions to address the diverse needs of, as well as increasing the benefits provided to, patients and their families.

Media Inquiries:  
Public Relations Department,  
Eisai Co., Ltd.  
+81-(0)3-3817-5120

## [Notes to editors]

### 1. About “Dementia Support” Insurance to Provide for Dementia

Sales of “Dementia Support” insurance are conducted by Saint-Plus.

- 1) Provides assurance against organic dementia
- 2) Submitting an application is possible even after becoming certified as requiring long-term care
- 3) A medical certificate is not required from a physician, it is possible to apply with just a simple notice
- 4) There are three courses for benefit payments
- 5) Insurance premiums start from 163 yen per month (60 year old male: 200,000 yen rider course)
- 6) People aged 40 years old up to and including people aged 90 years old may apply
- 7) It is possible to continue up to age 100 by renewing the policy

Saint-Plus’ website for product information: <https://www.saint-plus-ins.co.jp/sasae/> (available in Japanese only)

For inquiries about the product, please contact Saint-Plus: 0120-786-765 (Weekdays 9:30 to 17:00, excluding Saturdays, Sundays, public holidays, the New Year and other holiday periods, for residents in Japan only)

### 2. About Eisai Co., Ltd.

Eisai Co., Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. We define our corporate mission as “giving first thought to patients and their families and to increasing the benefits health care provides,” which we call our *human health care (hhc)* philosophy. With approximately 10,000 employees working across our global network of R&D facilities, manufacturing sites and marketing subsidiaries, we strive to realize our *hhc* philosophy by delivering innovative products to address unmet medical needs, with a particular focus in our strategic areas of Neurology and Oncology.

Leveraging the experience gained from the development and marketing of Aricept<sup>®</sup>, a treatment for Alzheimer’s disease and dementia with Lewy bodies, Eisai has been working to build communities that co-exist with dementia in cooperation with various stakeholders including the government, healthcare professionals and care workers, and is estimated to have held over ten thousand dementia awareness events worldwide.

As a pioneer in the field of dementia treatment, Eisai is striving to not only develop next generation treatments including the BACE inhibitor elebecestat<sup>\*1,2</sup>, anti-A $\beta$  antibody aducanumab<sup>\*2</sup> and anti-A $\beta$  protofibril antibody BAN2401<sup>\*2</sup>, but also to develop diagnosis methods and provide solutions to real world issues.

For more information about Eisai Co., Ltd., please visit <http://www.eisai.com>

<sup>\*1</sup> Generic name for E2609. The generic name is not fixed at this point in time. <sup>\*2</sup> Joint development with partner.

### 3. About Saint-Plus Small Amounts and Short Term Insurance Co., Ltd.

The Saint-Care Group, which provides comprehensive health care services, hears the voices from the field of nursing care and welfare, and in wanting to provide a “new support framework” that will be useful to those who truly need nursing care and their families, Saint-Plus Small Amounts and Short Term Insurance Co., Ltd. developed and markets Japan’s first private nursing care insurance as a nursing care business.

For more information about Saint-Plus Small Amounts and Short Term Insurance Co., Ltd., please visit <https://www.saint-plus-ins.co.jp/> (available in Japanese only)