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Eisai Co., Ltd.

EISAI'S "NOUKNOW®", DIGITAL TOOL FOR SELF-ASSESSMENT OF BRAIN PERFORMANCE, IS TO UTILIZE FOR BRAIN HEALTH ASSESSMENT AS PART OF THE FY2022 DEMENTIA EXAMINATION PROJECT BY TOKYO BUNKYO CITY

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that the brain health check utilizing "NouKNOW®" (pronounced "NOH-NOH"), a digital tool (non-medical device) for self-assessment of brain performance (brain health) developed by Eisai, will be promoted under the newly introduced Pay For Success (PFS), as part of the FY2022 dementia examination project, conducted by Bunkyo City, Tokyo.

Eisai and Bunkyo City, Tokyo concluded a "Community Building Partnership Agreement to Promote Local Dementia Support Initiatives For Dementia Patients and Their Families" in June 2015, co-promoting a variety of efforts, including the awareness activities regard to disease and health such as the dementia café. In addition, since FY2021, Eisai has been providing "NouKNOW" to the dementia examination project, a priority policy of Bunkyo City, and operational support for their public examination. This project is designed to encourage approximately 12,500 of Bunkyo City residents between the ages of 55 and 75, who are at the five-year age milestone, to have their brain health check using "NouKNOW". Those who have undergone the assessment can receive medical advice directly from a physician based on the results at site.

The PFS was introduced for the dementia examination project in FY2022, and the promotion of this project will be strengthened by setting outcome indicators of improving the implementation rate of brain health check using "NouKNOW" and increasing the participation rate in the lifestyle improvement program.

Based on this Partnership Agreement, Eisai and Bunkyo City are continuously making various efforts to directly connect with local residents and learn about their thoughts and needs, not only engaged in the dementia examination project, but also in variety of other activities, such as inviting medical doctors to give lectures to residents and operating a community center for intergenerational exchanges between residents, in cooperation with the elderly relieved consultation center (Community General Support Center) in Bunkyo City and the Bunkyo City Council of Social Welfare, etc.

Eisai will continue to deepen cooperation with many local governments including Bunkyo City and other local communities, and contribute to realize the Dementia Inclusive Society by working together to address the health issues related to residents.

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[Notes to editors]

1. About “NouKNOW”

“NouKNOW” (non-medical device) is a self-assessment tool of brain performance (brain health) developed by Eisai based on the algorithm created by Cogstate, Ltd. (Headquarters: Australia) for which Eisai holds the rights for exclusive development and commercialization worldwide. It is not a tool for the prevention and diagnosis of diseases, but therefore for the purpose of self-checking brain performance in order to raise health awareness. It is conducted through a simple card test using a PC, tablet or smartphone device to quantitatively measure brain performance in four tests evaluating psychomotor function, attention, learning and memory, and working memory. This digital tool allows users to self-assess independently and in a short time frame (approx.15 minutes), enabling regular assessments in instances such as daily life and health checkups. On the results screen, a score (brain performance index (BPI)) - as a measurement of quantified brain performance aspects such as memorization, cognition, and decision - appears along with lifestyle advice for maintaining brain performance.

For additional information, please visit <https://nouknow.jp/> (Japanese only)

2. About Pay For Success (PFS)

Pay For Success (PFS) is a new method of public-private partnership to set outcome indicators in accordance with the administrative issues to be solved by the projects that local public entities, etc. contract out to private sectors for its implementation, and the amount paid by the local public entity, etc. to the private sector for outsourcing a project is linked to improvement of the relevant outcome indicators as evaluated by a third party. PFS is a policy promoted by the Cabinet Office of Japan, which is expected to improve the quality of public services and reduce expenditures.