

No. 23-10

January 19, 2023  
Eisai Co., Ltd.

## **EISAI COMMENCES BUSINESS ACTIVITIES AT NEW PHARMA SALES SUBSIDIARY IN ISRAEL**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that fully-fledged operations and business activities have begun at Eisai Israel Ltd. ("Eisai Israel"), a pharmaceutical sales subsidiary recently established in Tel Aviv in the State of Israel ("Israel"). Eisai Israel is a wholly-owned subsidiary of Eisai's European regional headquarters, Eisai Europe Ltd. (Location: U.K., "Eisai Europe").

Israel's pharmaceutical market reached 5.3 billion USD in 2021.<sup>1</sup> The compound annual growth rate of the Israel pharmaceutical market from 2018 to 2021 was +8.56%<sup>1</sup> and the market is expected to continue to grow steadily, with a high penetration rate of innovative medicines.

In 2011, Eisai Europe started business in Israel marketing and selling Eisai products through local distribution partners, and mainly marketed Lenvima<sup>®</sup>, Halaven<sup>®</sup>, Fycompa<sup>®</sup> and Inovelon<sup>®</sup>. Eisai Israel was established in August 2021, and in January 2023, became the marketing authorization holder of the Eisai products in Israel. Eisai Israel will now perform sales and marketing activities for these products. The company plans to launch its other global brands in the future.

With the commencement of operations at Eisai Israel, Eisai aims to utilize its own drug sales system in Israel, deliver innovative new drugs to more patients in Israel as quickly as possible, and contribute to improving the benefits of patients and their families.

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## **[Notes to Editors]**

### **1. Outline of Eisai Israel**

- 1) Company Name: Eisai Israel Ltd.
- 2) Location: Tel Aviv, Israel
- 3) Scope of Business: Import and marketing of pharmaceutical products
- 4) Charter Capital: 5,000,000 Israeli New Shekel (approximately 200 million JPY)
- 5) Shareholder: Eisai Europe Ltd.
- 6) Date of Establishment: August 23<sup>rd</sup>, 2021

### **2. About the Pharmaceutical Market in Israel**

The population of Israel is about 9.36 million and the real GDP growth rate of Israel is high at 8.2%. Israel's pharmaceutical market has seen a compound average +8.56% growth from 2018 to 2021<sup>1</sup>, and is expected to continue to grow due to growing population numbers and the expansion of the healthcare basket, particularly for serious illnesses. The healthcare services basket refers to Israel's drug reimbursement system, and includes the services, medications and technologies that the insured public is entitled to under the National Health Insurance Law. The health services basket is updated annually based on the recommendation of a public committee.

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