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Eisai Co., Ltd.

## RELEASE OF INSOMNIA AWARENESS VIDEO FOR JAPAN'S AUTUMN SLEEP HEALTH WEEKS

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it has released an insomnia awareness video, "We Who Cannot Sleep", for Japan's Autumn Sleep Health Weeks, on its insomnia and sleep information website "[Sodan.e-Nemuri](https://www.sodan-e-nemuri.com)" and [YouTube](https://www.youtube.com/watch?v=...).

The weeks surrounding "Autumn Sleep Day"\*1 on September 3 (August 27 to September 10) is considered Autumn Sleep Health Weeks in Japan. According to a survey of OECD member countries\*2, the average amount of sleep for Japanese people is the shortest in the world. Understanding good sleep and raising awareness of sleep health is the first step in solving sleep problems.

### "By understanding sleep, start a wonderful day and live your life."

By understanding sleep, you can start a wonderful day. Whether you can sleep, can't sleep, or think you are sleeping well, we should all think about sleep. Try and face our own sleep. With the concept of "by understanding sleep, start a wonderful day and live your life", this video was created with the intention of raising sleep awareness among the working generation.

### "We Who Cannot Sleep" – A story of insomniacs, until they discover their own unique sleep –



Kusakabe, a corporate employee who couldn't sleep, started leading a fulfilling life both mentally and physically ever since he came across the website "Sodan.e-Nemuri". When he noticed his boss, Mai, also struggling with insomnia for different reasons, he gave her advice based on his experience. Mai's colleague Hongo is also dealing with insomnia and poor health. Mai shares with Hongo the advice she learned from Kusakabe, having learned the importance of sleep. Then there's the story of Murata, a security guard who works shifts in the same building, who learned about his "own unique sleep" by chance and had a fresh start in life.

This video can be viewed (in Japanese only) at <https://e-nemuri.eisai.jp/special/peaceful-slumber/>

Eisai is committed to further contributing to not only those living with insomnia and their families, but also anyone struggling with sleep-related concerns, with the aim of making everyday better.

\*1 A day established with the aim of raising awareness about sleep health by the Sleep Health Promotion Organization, which was launched by the Japanese Society of Sleep Research and the Japan Foundation of Neurology and Mental Health.

\*2 OECD, Gender data portal 2021: Time use across the world

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#### [Notes to Editors]

##### 1. “Are you sleeping well lately?” Autumn Sleep Health Week 2024

###### Web Advertisement Campaign:

For 15 days, from August 27 to September 10, campaign advertisements will be displayed on Yahoo! JAPAN's homepage and other major domestic web media.

###### Outdoor Advertisement Campaign:

For 7 days, from September 2 to September 8, campaign poster advertisements will be displayed by the doors of each train car on Tokyo Metro trains (Ginza line, Marunouchi line, Hibiya line).



##### 2. Sleep Awareness Website “Sodan.e-Nemuri”

"Sodan.e-Nemuri" is a website operated by Eisai, which offers a wide range of content about sleep for those struggling with sleep issues. This includes basic knowledge about sleep and insomnia, self-checks for sleep, information about treatments and medications for insomnia, a “learn together” sleep-related Q&A, guidebooks about sleep, and the "Sleep Consultation Navigator" which helps users search for medical institutions that can provide advice and treatments for sleep disorders and insomnia.

Please see <https://e-nemuri.eisai.jp/> for details. (Japanese only)