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Eisai Co., Ltd.

“New Answers to Dementia” Eisai Launches Corporate Awareness Campaign

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today the launch of its campaign to increase corporate awareness “New Answers to Dementia,” and its dedicated special website.

Eisai's corporate concept is "to give first thought to patients and people in the daily living domain, and to increase the benefits that health care provides." Under this Concept (also known as the *human health care* (*hhc*) concept), we aim to effectively achieve social good in the form of relieving anxiety over health and reducing health disparities.

Within the dementia field, where it has long been focused as a leading pioneer, Eisai is committed not only to developing therapeutic medicines but also to creating a dementia ecosystem in collaboration with various partners, including other industries and local governments, that provides comprehensive support from prevention to care for patients, their families, and the people in the daily living domain, in order to realize a dementia-inclusive society where anyone can live their fullest life.

To share its vision and activities in pursuing “new answers” to dementia with a wider audience, Eisai has launched a dedicated website. As the first phase of the campaign, the website introduces solutions that form the dementia ecosystem as well as interviews with employees who continue to challenge themselves to develop “new answers.” The website will be continually updated with additional content, including video content, in the future.

Special Website URL: <https://www.eisai.co.jp/newanswer/> (Japanese Only)

Contents of the Special Website



- Dementia Ecosystem

To enable individuals to realize their fullest lives, from a healthy state to their final moments. The website introduces solutions that provide 360-degree all-around support for patients and the people in the daily living domain, in collaboration with various partners.

- Challenge for “New Answers”

Special interviews highlighting the passionate commitment and untold stories of Eisai employees as they continue to pursue “New Answers” for dementia.

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