



Eisai Co., Ltd.

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Eisai is a Human Health Care Corporation striving for innovative solutions in prevention, cure and care for the health and well-being of people worldwide. We combine our talents to understand and meet the needs of patients and their families to enhance the quality of life.

FOR IMMEDIATE RELEASE

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Eisai Co., Ltd.

Eisai Launches REVOVIR® in the Philippines for the Treatment of Chronic Hepatitis B

Eisai Co., Ltd. (Headquarters: Tokyo, President and CEO: Haruo Naito) announced today that the Company's Philippine subsidiary, HI-Eisai Pharmaceutical Inc. (Headquarters: Makati City, the Philippines, President: Lourdes Magno), launched "REVOVIR® 30mg Capsules" (generic name: clevudine) in the Philippines for the treatment of chronic hepatitis B.

REVOVIR® is a Nucleoside Reverse Transcriptase Inhibitor (NRTI). It exerts anti-hepatitis B virus (HBV) effects by inhibiting DNA polymerase, the enzyme that is necessary for the virus to replicate. Clinical studies have shown that a once-daily oral dose of REVOVIR® not only reduces the amount of HBV DNA, but also normalises alanine aminotransferase (ALT) levels in patients experiencing deterioration in liver function caused by chronic hepatitis B.

REVOVIR® was approved in the Philippines in February 2009 and it is indicated for the inhibition of virus replication in chronic hepatitis B patients (HBeAg-positive or HBeAg-negative) with evidence of active viral replication and elevations in serum aminotransferases.

It is estimated that approximately 1.7 million people suffer from chronic hepatitis B in the Philippines. However, there are many patients who are unable to receive diagnosis and medical attention or who find it difficult to continue treatment due to a lack of awareness of the disease or their own economic circumstances. Eisai will strive to fulfil its commitment as a *human health care (hhc)* company to bring this new treatment to as many of these patients as possible at affordable prices and to contribute to the treatment of patients with chronic hepatitis B in the Philippines.

Eisai obtained the exclusive rights to develop, market, and manufacture clevudine in eight Asian countries from Bukwang Pharma, a South Korean pharmaceutical company, and the development of the compound is ongoing in these countries with the exception of the Philippines. A Phase III clinical trial of clevudine has been initiated in China and marketing authorisation applications have been submitted in India, Indonesia, Malaysia, and Thailand.

Eisai considers hepatic disease as a therapeutic area of focus in China and other Asian countries and thus markets and develops drugs such as hepatic disease/allergic disease agents Stronger Neo-Minophagen C® and Glycyron® Tablets as well as branched-chain amino acid formula Livact® Granules. Through these efforts, Eisai will continue to make further contributions to increasing the benefits to patients with hepatic disease across Asia.

[Please refer to the following notes for information on HI-Eisai Pharmaceutical Inc. and the product]

Contacts:

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<Notes to Editors>

■ **About HI-Eisai Pharmaceutical Inc.**

Corporate Name: HI-Eisai Pharmaceutical Inc.
Location: Makati City, the Philippines
Date of Establishment: July 1974
Paid-in Capital: 56,250 Thousand Philippine Pesos (as of December 31, 2009)
Scope of Business: Manufacture and Marketing of pharmaceutical products
President: Lourdes Magno

■ **About REVOVIR®**

Product Name: Revovir®
Generic Name: clevudine
Formulation: Capsule (30mg)
Indication: Inhibition of virus replication in chronic hepatitis B patients (HBeAg-positive or HBeAg-negative) with evidence of active viral replication and elevations in serum aminotransferases (ALT or AST)
Dosage and Administration: The usual adult dose for oral use is 1 capsule (30mg of clevudine) once daily or as prescribed by the physician.

■ **Eight Eisai Licensed Territories for Clevudine**

China, India, Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam