

No.11-60

August 17, 2011  
Eisai Co., Ltd.

## **EISAI ESTABLISHES SALES SUBSIDIARY IN MEXICO**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today the establishment of a new pharmaceutical sales subsidiary in Mexico, which will be named Eisai Laboratorios S. de R.L. de C.V. (Eisai Mexico). As a direct subsidiary of Eisai's U.S. pharmaceutical operation Eisai Inc., Eisai Mexico will be based in Mexico City, the country's capital city.

Eisai Mexico is the company's second sales subsidiary in Latin America, following the establishment of Eisai Participações Ltda. (Eisai Brazil) in April of this year. Mexico is ranked as the 4<sup>th</sup> largest pharmaceutical market in the Americas behind the United States, Canada and Brazil and the 14<sup>th</sup> largest in the world<sup>1)</sup>. The establishment of this new subsidiary enables Eisai to introduce many of its products in its areas of focus, including central nervous system diseases and oncology, to patients living in Mexico.

Eisai Mexico's immediate focus will be on establishing strategies and an initial infrastructure to support its operations debut into the Mexican market. In this era of great globalization, Eisai seeks to establish a presence in each of the world's top 20 largest pharmaceutical markets as part of its mid-term strategic plan "HAYABUSA" in an effort to address the unmet medical needs that exist in both mature and emerging markets alike, and thereby contribute to increasing the benefits provided to as many patients and their families as possible.

**[Please refer to the following notes for an outline of the new subsidiary and an overview of Eisai's great globalization strategy in the mid-term strategic plan "HAYABUSA"]**

Media Inquiries:  
Public Relations Department,  
Eisai Co., Ltd.  
+81-(0)3-3817-5120

<sup>1)</sup> IMS World Review Executive <sup>TM</sup> 2011

**[Notes to editors]**

**1. Outline of New Subsidiary**

- 1) Company Name: Eisai Laboratorios S. de R.L. de C.V.
- 2) Location: Mexico City, Mexico
- 3) Scope of Business: Marketing and promotion of pharmaceutical products
- 4) Capital: 50,000 pesos
- 5) Date of Establishment: August 9, 2011 (local time)

**2. Eisai's Great Globalization Strategy in the Mid-term Strategic Plan "HAYABUSA"**

In this era of great globalization, Eisai seeks to establish a presence in all of the world's top 20 largest pharmaceutical markets as part of its mid-term strategic plan "HAYABUSA." Of the eight countries (Canada, Brazil, Russia, Australia, Turkey, Poland, Mexico, and Venezuela) the company planned to enter as of March 2011, the month the "HAYABUSA" plan was launched, Eisai has already established new pharmaceutical sales subsidiaries in Australia (January 2006), Canada (April 2010), Brazil (April 2011) and Mexico (August 2011). Eisai has also established a representative office in Russia (October 2007) which is currently working on the registration of new drugs. Eisai seeks to address the significant unmet medical needs that exist in both mature and emerging markets by providing comprehensive disease solutions, engaging in public-private partnerships, and implementing its affordable pricing policy, and aims to dramatically expand the cumulative number of patients it serves from just over 200 million in the FY2006-2010 period to more than 500 million over the five year period between FY2011 and FY2015, thereby contributing to increasing the benefits provided to as many patients and their families as possible.