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August 1, 2012
Eisai Co., Ltd.

CONTINUATION OF “POLICY FOR PROTECTION OF THE COMPANY’S CORPORATE VALUE AND COMMON INTERESTS OF SHAREHOLDERS (SHAREHOLDER RIGHTS PLAN)”

The Board of Directors of Eisai Co., Ltd. (Chair: Tokuji Izumi) passed a resolution for the continuation of the “Policy for Protection of the Company’s Corporate Value and Common Interests of Shareholders” (“the Policy”), which was proposed by the Independent Committee of Outside Directors (Chair: Osamu Suzuki, “ICOD”) at its meeting held today.

The proposal to continue the Policy was deliberated by the ICOD at its meeting, at which all seven outside directors, including two newly appointed outside directors, were present, following the 100th Ordinary General Meeting of Shareholders held on June 21, 2012. The ICOD determined that, although it would make partial revisions to policy format, it was appropriate to propose the continuation of the Policy in its present form to the Board of Directors since it incorporates the following provisions:

1. The Policy precludes arbitrary actions on the part of the management
2. The continuation, amendment, or abandonment of the Policy shall be deliberated each year
3. Shareholders’ opinions concerning the Policy may be reflected through the election of directors at the Ordinary General Meeting of Shareholders

The Policy was initially adopted after being proposed by the ICOD at the Eisai Board of Directors meeting held on February 28, 2006. Although subsequent changes were made to the effective period and certain policy provisions in August 2011, the continuation of the Policy in terms of policy content is discussed by the Board of Directors. The continuation, amendment, or abandonment of the Policy is deliberated by the newly appointed ICOD following the Ordinary General Meeting of Shareholders each year.

Further information on the Policy is provided in the “Corporate Governance” section of the Eisai Global (website: <http://www.eisai.com/company/ecgpolicy20120801.pdf>).

At present, Eisai has not received any specific proposals concerning the large-scale purchase of the company shares.

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