

No.14-17

April 7, 2014
Eisai Co., Ltd.

EISAI LAUNCHES NEW ENERGY DRINK “JOMA®”
“CAST A SPELL OF HAPPINESS”

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced that it launched its new energy drink, Joma®, in Japan today, April 7.

With the slogan “Cast a spell of happiness”, Joma is an energy drink designed to conjure up the image of a witch, whose powers transcend human abilities. The product’s name, when read backwards, is the Japanese word for “witch” (*majo*), and the package’s design is the image of a dark red can being held by a witch’s hand, enhancing the impact of the product.

Joma is a carbonated energy drink classified by the Japanese Ministry of Health, Labour and Welfare as a Food with Nutrient Function Claims (Vitamin B₆) that contains arginine, ginseng extract, guarana extract and caffeine in addition to the B vitamins that the Chocoba BB brand is well-known for. With its ginger base, Joma is easy to drink with a refreshing after-taste, and has a reduced calorie count of only 33 kcal per bottle. It is for people who want to lift their spirits and display even greater potential than usual.

Through the launch of this new product, Joma, Eisai continues to respond to the diverse needs of consumers, and increase benefits to an ever-growing number of people in Japan.

For more information on Joma, please visit the product site:

<http://jomajoma.com>

[Please refer to the following notes for a product outline and a photograph.]

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

<Notes to Editors>

<Product Outline>

1. Product Name:

Joma®

(Food with Nutrient Function Claims (Vitamin B₆), carbonated beverage)

2. Nutrients (per 190ml bottle):

Energy	33 kcal
Protein	0.8 g
Fat	0 g
Carbohydrates	7.6 g
Sodium	57 mg
Vitamin B ₂	15 mg
Vitamin B ₆	5 mg
Niacin	20 mg

3. Other ingredients

Arginine	300 mg
Ginseng extract	50 mg (at time of manufacture)
Guarana extract	150 mg (at time of manufacture)
Caffeine	50 mg

4. Manufacturer's Suggested Retail Price (tax inclusive):

190 yen per bottle

5. Marketed By:

Eisai Co., Ltd.

<Product Photograph>

