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Eisai Co., Ltd.

EISAI TO LAUNCH FIRST CHOCOLA BB BRAND PRODUCT “CHOCOLA BB® ROYAL DRINK” IN CHINA

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that it has launched its Chocola BB® Royal Drink (Chinese name: “俏维丽BB风味饮料”) in China. This marks the first Chocola BB series product launched in China by Eisai.

In addition to including the ingredients that have long been the foundation of the Chocola BB brand in Japan, such as vitamin B₆, nicotinamide, royal jelly and taurine to support consumers’ beauty and wellness, Chocola BB Royal Drink also specially contains collagen, L-carnitine, coix seed, polygonatum rhizome and goji berry to specifically address the needs of consumers in China. It also features an easy-to-drink pineapple flavor and is low in calories with approximately 9 kcal per bottle.

In recent years, the healthcare needs of consumers in China have been increasing in line with economic growth. Furthermore, beauty and healthcare related items have been very popular among women in China. In response to these trends, Eisai has launched Chocola BB Royal Drink as the first of its Chocola BB series of products in order to support consumers’ beauty and wellness.

Chocola BB Royal Drink is sold through the internet in order to make the product readily accessible to women throughout the country. Following this new product launch to establish a foothold in China, Eisai plans to further introduce its over-the-counter (OTC) products into other countries in Asia.

Since its first product introduction in 1952, the Chocola BB series of products have been widely used by many customers in Japan, Taiwan and Hong Kong as a reliable healthcare brand. In Japan, Eisai has developed a wide range of products including mainstays such as Chocola BB Plus tablets (third-class OTC drug), Chocola BB Royal 2 (designated quasi-drug, drink), Chocola BB Sparkling (food with nutrient function claims, drink) and Bi Chocola (food with nutrient function claims) in response to the diverse needs of consumers.

By marketing the Chocola BB series of products, Eisai is committed to supporting the beauty and wellness of a wider group of consumers in the Asia region, including Japan and China.

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[Notes to editors]

[Product Outline]

1. Product Name:

Chocola BB[®] Royal Drink (Chinese name: “俏维丽BB风味饮料”)

2. Nutrients (per 50 mL bottle):

Energy	approximately 9 kcal
Vitamin B ₆	0.08 mg
Nicotinamide	0.9 mg
Taurine	25 mg
L-carnitine	30 mg

(Product also contains royal jelly, collagen, coix seed, polygonatum rhizome and goji berry, however these ingredients are not printed on the label due to Chinese regulations.)

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

3 bottle pack	100 RMB
6 bottle pack	195 RMB
10 bottle pack	300 RMB

4. Exported By:

Eisai Co., Ltd.

Manufactured By:

Daiichi Yakuhin Kogyo Co., Ltd.

Marketed By:

Eisai (Suzhou) Trading Co., Ltd.

[Product Photograph]

