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Eisai Co., Ltd.

EISAI LAUNCHES VITAMIN B₂ TABLET “CHOCOLA BB® PLUS” IN TAIWAN *FIRST LAUNCH AIMED AT EXPANSION IN ASIA*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) has announced that it has launched vitamin B₂ tablet “Chocola BB® Plus” (general food product, Chinese name: 俏正美 BB® Plus 糖衣錠), a major product from the Chocola BB series, in Taiwan. This is the first launch of this product in an Asian region outside of Japan. Starting from this launch, Eisai intends to expand this product into the Asian market.

The Chocola BB series, which celebrates its 65th anniversary this year, is widely used by consumers in Japan as a healthcare product brand trusted by women. Products such as Chocola BB® Royal Drink have also been marketed in Taiwan, and many Taiwanese consumers are familiar with the Chocola BB brand.

Chocola BB Plus is effective for easing rough skin, acne, and mouth ulcers, and provides a boost of vitamin B₂ for times of physical fatigue. It was launched as a nonprescription drug (third-class OTC drug) in Japan. In Taiwan, there is high demand from consumers who are both health and beauty conscious, and the launch of this product will allow us to better respond to their needs. Chocola BB Plus will be sold in drugstores, pharmacies and over the internet.

Through the Chocola BB brand, which supports health and beauty, Eisai will make further contributions to addressing the diversified healthcare needs of, and increasing the benefits provided to consumers in Taiwan and other Asian countries.

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[Notes to editors]

[Product Outline]

1. **Product Name:** Chocola BB® Plus (general food product, Chinese name: 俏正美 BB® Plus 糖衣錠)

2. **Ingredients (per 2 tablets):**

Sodium riboflavine phosphate (Vitamin B ₂ phosphate)	38mg
Pyridoxine Hydrochloride (Vitamin B ₆)	50mg
Thiamine mononitrate (Vitamin B ₁ mononitrate)	20mg
Nicotinamide	40mg
Calcium pantothenate	20mg

3. **Suggested retail price (including tax):**

60 tablets	600NTD
180 tablets	1,400NTD

4. **Exporter:** Eisai Co., Ltd.
Manufacturer: KOKANDO Co., Ltd.
Supplier: Eisai Taiwan Inc.

[Product Photograph]



* Chocola BB Plus will be sold in Taiwan with the Japanese packaging.