# EISAI ANNOUNCES LAUNCH OF ANTICANCER AGENT HALAVEN® AS COMPANY'S FIRST PRODUCT IN RUSSIA

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that Halaven® (eribulin mesylate), an anticancer agent, has now been launched in Russia, making it the first product to be marketed in Russia by the company.

Halaven is a novel anticancer agent discovered and developed in-house by Eisai and is currently approved in more than 50 countries, including Japan, the United States and in Europe. In Russia, Halaven was approved in July 2012 for the treatment of locally advanced or metastatic breast cancer previously treated with at least two chemotherapy regimens including an anthracycline and a taxane. Approximately 50,000 women in Russia are newly diagnosed with breast cancer each year, with this type of cancer being the leading cause of death in women aged 45 to 55 years.

The Russian pharmaceutical market constitutes the 11th largest in the world and is expected to continue to achieve double-digit growth going forward. Eisai established Limited Liability Company Eisai ("Eisai Russia") as a pharmaceutical sales company in Moscow in April 2013 and has also received local marketing approval for the antiepileptic agents Zonegran® (zonasamide) and Exalief® (eslicarbazepine acetate; brand name in the EU: Zebinix®). Through Eisai Russia, Eisai plans to follow up the launch of Halaven in Russia with launches for both products in the country by the end of this fiscal year. Moreover, Eisai has also filed for regulatory approval in Russia for Fycompa® (perampanel), an AMPA receptor antagonist, and Inovelon® (rufinamide), a treatment for seizures associated with Lennox-Gastaut syndrome.

As part of Eisai's globalization strategy as defined in its midterm strategic plan, "HAYABUSA," the company aims to expand its operations into each of the world's top 20 largest pharmaceutical markets in order to contribute to more than 500 million patients worldwide. By delivering its innovative medicines to patients in Russia, Eisai seeks to increase the benefits provided to patients and their families in this region.

**[Please refer to the following notes for further information on Halaven, Eisai's globalization strategy as outlined under its midterm strategic plan, "HAYABUSA," and the company's business operations in Russia.]**

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**[Notes to editors]**

**1. About Halaven® (eribulin mesylate)**

Halaven, a non-taxane, microtubule dynamics inhibitor with a novel mechanism of action, belongs to a class of antineoplastic agents, the halichondrins, which are natural products isolated from the marine sponge *Halichondria okadai*. It is believed to work by inhibiting the growth phase of microtubule dynamics without affecting the shortening phase and sequestering tubulin into nonproductive aggregates.

In a Phase III clinical study (EMBRACE) of Halaven versus treatment of physician's choice (TPC) in 762 patients with advanced or recurrent breast cancer previously treated with an anthracycline and a taxane, Halaven indicated an extended overall survival (OS) of 2.5 months (OS of 13.1 months versus 10.6 months, respectively; Hazard Ratio (HR) 0.81; p=0.041) when compared to TPC. An updated analysis of OS (not protocol-specified) in the EMBRACE study was also performed at the request of