



EISAI ANNOUNCES LAUNCH OF VASCULAR EMBOLIZATION DEVICE DC BEAD® IN JAPAN

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced today that it will launch the vascular embolization device DC Bead® (specially controlled medical device) in Japan on February 4.

DC Bead contains hydrophilic microspheres made from cross-linked polyvinyl alcohol polymer. Developed by Biocompatibles UK Limited (Biocompatibles), a BTG International group company, as an intravascular embolization device, it is injected via catheter into targeted blood vessels to achieve selective embolization. DC Bead is already marketed as an effective embolization device in the treatment of hepatocellular carcinoma (HCC) and other hypervascularized tumors in more than 50 countries and territories worldwide, including in Europe and the United States.

Eisai acquired the exclusive rights to develop and market DC Bead in Japan from Biocompatibles in July 2009 and received manufacturing and marketing authorization for the device from Japan’s Ministry of Health, Labour and Welfare in April 2013 for use in transcatheter arterial embolization (TAE) in patients with HCC. On February 1, 2014, DC Bead was classified in the Special Treatment Materials (STM) category for medical device reimbursement under the country’s National Health Insurance system.

In Japan, the Eisai Group markets a diverse range of medical devices and pharmaceuticals for the diagnosis and treatment of liver diseases. These products include the non-ionic contrast medium Iomeron® and non-ionic contrast medium for MRI ProHance®, both of which are imaging devices used in HCC diagnosis, the in-vitro diagnostic tool PIVKA-II Kit, which is used to measure the α -II/DCP, and two liver disease products, Glycyron® C Tablets and Glycyron® Tablets. Through the launch of DC Bead in Japan, Eisai seeks to further enhance its liver disease product portfolio in the country as well as continue to contribute to addressing the diverse needs of, and increasing the benefits provided to, patients with HCC and their families.

**[Please refer to the following notes for a product outline,
further information on DC Bead and TAE, and a product photograph.]**

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[Notes to editors]

1. Product Outline

1) Product Name:

DC Bead[®]

2) Ministry of Health, Labour and W

Consequently, by using embolizing material to selectively embolize blood vessels in the hepatic artery, selective necrosis can be more effectively induced at the tumor site. There are two types of TAE therapy: one involving embolization without chemotherapy, and transcatheter arterial chemo-embolization (TACE), the latter of which is performed in combination with chemotherapeutic agents to suppress cancer cell activity.

4. Product Photograph

