

1Q FY2009

(Fiscal Year Ending March 31, 08m/GEEndu3





Safe Harbor Statement



- Materials and information provided during this presentation may contain so-

Sales to Customers by Geographic Area

(Billion Yen, %)

	1Q FY2008		1Q FY2009		
	Results	%	Results	%	YOY
Japan	84.5	43.1	90.7	46.6	107
JBHQ	73.0	37.3	81.6	41.9	112
North America	89.5	45.7	83.8	43.0	94 [101]
Europe	13.9	7.1	12.6	6.5	90 [114]
China	2.8	1.4	3.4	1.8	123 [130]
AOME	5.1	2.6	4.2	2.1	81 [100]
Overseas Total	111.3	56.9	103.9	53.4	93
Total	195.8	100.0	194.7	100.0	99

AOME: Asia, Oceania and the Middle East

JBHQ figures are the total of the prescription drugs, OTC, diagnostic and generic business segments

[] Impact of exchange rate excluded

Performance of U.S. Pharmaceutical Business

(Eisai Inc. + MGI PHARMA, US GAAP Base)

(\$ Million, %)

		1Q FY2008		1Q FY2009		
		Results	%	Results	%	YOY
Net Revenue		863	100.0	864	100.0	100
Aricept [®]		415	48.1	438	50.7	106
AcipHex [®]		248	28.7	203	23.5	82
Aricept [®] + AcipHex [®]		663	76.8	642	74.3	97
Oncology	Aloxi [®]	90		97		108
	Dacogen [®]	42		43		103
	Gliadel [®]	11		10		85
	Others	4		3		76
	MGI Total	147		153		104
	Lymphoma Products, etc. Total	18		16		91
	Fragmin [®]	22		33		148
Total		187	21.7	202	23.4	108
Operating Income		25	2.9	29	3.3	113
Operating Income (before royalty deduction)		160	18.6	188	21.8	117

Aim of Eisai Product Creation Systems (EPCS)

**Maximize Product Development Efficiencies
From Discovery to Marketing Clearance**

Level of Innovativeness Expressed by Shortening of Development Time

- Most modern screening systems
- Best safety and ADME research in terms of predicting clinical results
- Timely provision of high quality clinical drug products

- Appropriate go/ no go decision-making

7 Discovery Areas

Neuroscience PCU

Oncology PCU

Clinical Research Center PCU

6 Technology Function Areas

Pharmaceutical Science &
Technology CFU



Japan Business

Continued High Growth through Eisai's Unique Integrated Four Businesses

- Pharmaceutical Business grew 12%, exceeding market growth by 6 points*
- Eisai's sales ranking in Japan rose one position from the previous year to rank 7th*
- Aricept[®] was ranked 5th and Pariet 12th in the April to June (cumulative) product ranking*
- Sales of generic products during the 1st quarter grew rapidly, reaching 1.5 times the figures of the previous year

- Aricept[®] penetration rate for the 1st quarter increased by 3.8 points from previous year, reaching 53.8%
- Received approval for a new oral jelly formulation of Aricept[®] on July 13th
- Aim to achieve sales of 96 billion yen (123% YOY) in FY2009

- Market share of Pariet[®] in the 1st quarter among PPI's increased by 1.3 points from the previous year, reaching 32.6%
- Disease awareness-raising activities, such as national newspaper ad and insert campaigns, led to increased website access (440,000), and greater disease awareness among patients.
- Aim to achieve sales of 52 billion yen (117% YOY) in FY2009

– Contribute to patients with new products to be launched during or after FY2009

J

U.S. Business

Expanding further contributions to patients with Aricept[®] and Aciphex[®]

Aricept[®]

- 23mg SR formulation: Eisai plans to submit an NDA of the formulation which aims to increase patient benefit while maintaining the safety profile within the 1

U.S. Business

Creation of a flexible sales structure to successfully launch new products on to the market starting from 2009

Banzel[®] (Lennox-Gastaut Syndrome)

Europe Business

Established European Knowledge Centre

Promotion of knowledge creation through the consolidation of discovery research, clinical research, manufacturing, marketing and European headquarters functions at the European Knowledge Centre.



- Opening ceremony was held on June 26th, 2009
- Production of packaging of Aricept will begin in the 1st half of FY2009, followed by packaging for Pariet and Zonegran. Formulation production expected to begin in FY2010, this facility will be a core function in the European value chain.
- Synthesis and pharmacology started in July 2009. Disposition research is expected to begin in the 2nd half of FY2009.

Establishment of an anti-epilepsy franchise with a line-up of products which have different features

- ZEBINIX[®] (Novel carboxamide, inhibition of sodium channel)

The European Commission granted Bial Marketing Authorization on April 21st, 2009. Eisai is currently conducting pre-launch activities such as filing pricing & reimbursement applications in each country.

- Launch in Germany and the U.K. is planned for the end of September and October 2009 respectively.
- Zonegran[®] (Inhibition of sodium/calcium channels, GABA receptor binding, launched in June 2005)
- Inovelon[®] (Active in Lennox-Gastaut Syndrome, inhibition of sodium channel, launched in May 2007)
- E2007 (AMPA receptor antagonist, submission planned for FY2012)

China/ AOME Business

Visag Plant

- Construction of the plant is progressing as planned (inauguration in FY2009)

FY2009 Financial Forecast

(No Change from forecast as of May 2009)
(GAAP Based)

(Billion Yen, %)

	FY2008		FY2009		
	Results	%	Forecast	%	YOY
Net Sales	781.7	100.0	820.0	100.0	105
Cost of Sales	152.5	19.5	157.5	19.2	103
Gross Profits	629.3	80.5	662.5	80.8	105
R&D Expenses	156.1	20.0	164.0	20.0	105
SG&A Expenses	381.4	48.8	395.5	48.2	104
Operating Income	91.8	11.7	103.0	12.6	112
Ordinary Income	82.6	10.6	97.0	11.8	117
Net Income	47.7	6.1	63.0	7.7	132
Cash Income	119.0		120.0		
Dividend per Share (yen)	140		150		

- FY2009 forecast exchange rates: US\$ = 95 yen (YOY -5.5%), Euro = 125 yen (YOY -12.9%), GBP = 135 yen (-22.4%)
- Cash income is the total amount of cash available for investments for growth, business development, dividend payment, and repayment of borrowings, etc.

Cash income = Net income + Depreciation of PP&E and amortization of intangible assets + Amortization of goodwill + Loss on impairment (including loss on devaluation of investment securities)