

5-Year Business Plan Overview and Progress: Grow *Edoxaban*

Strategic Target

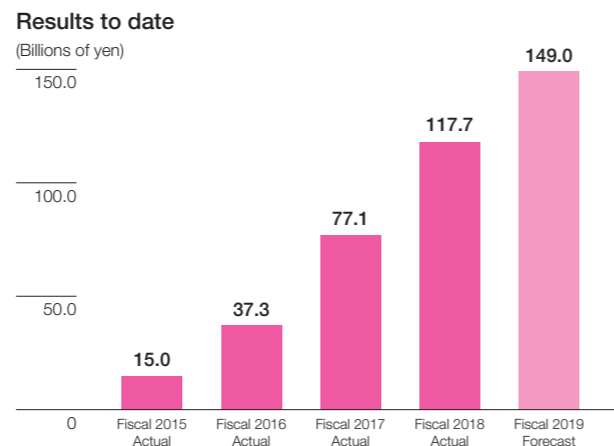
Grow *Edoxaban* Brand name: *LIXIANA* (Japan, Europe, Asia), *SAVAYSA* (U.S.)

Edoxaban, direct oral anticoagulant (DOAC) is a mainstay product in place of *olmesartan*, a treatment for hypertension that has expired exclusivity. Since it's marketed, the Company has steadily expanded its market share, particularly in Japan, Europe, and Asia. Going forward, we will strengthen our initiatives for life-cycle management and further raise awareness of product information. We also aim to maximize product value by successfully marketing this product in China.

Edoxaban's "Edo" means that this product was born from a research institute in Tokyo. As the only made-in-Japan product in this area, we are reminded of the desire to save patients not only in Japan but also around the world.

1 5-Year business plan

The annual global revenue of *edoxaban* has steadily increased from ¥37.3 billion in fiscal 2016 to ¥77.1 billion in fiscal 2017 and ¥117.7 billion in fiscal 2018. We forecast ¥149 billion in revenue in fiscal 2019 that will be more than the initial target for fiscal 2020, ¥120 billion ahead of schedule. *Edoxaban* is growing at a much faster pace than the initial expectation.

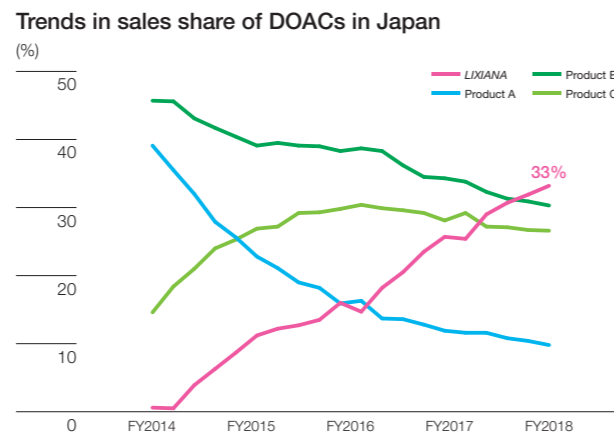


2 Progress to date

(1) Growth in Japan

Since the third quarter of fiscal 2018, we have become the No. 1 share in Japan by leveraging our product characteristics of once-daily administration and high levels of safety, as well as our high-quality marketing capabilities, which have been highly evaluated by external organizations.

Going forward, we will promote OD tablet (orally disintegrating tablet) by leveraging its strength, which is highly appreciated by doctors, saying that it is especially easy for elderly patients to take. Penetrating new evidence obtained from life-cycle management, we will try to make sure that doctors and patients will feel more reassured by anticoagulant therapy with *edoxaban*.



Copyright© Created based on 2019 IQVIA, MIDAS Sales Data Reprinted with permission

COLUMN

Solubility of tablet

Slow	Rapid
Conventional tablet	OD tablet
taken by water	dissolved rapidly by oral saliva

Process of dissolving

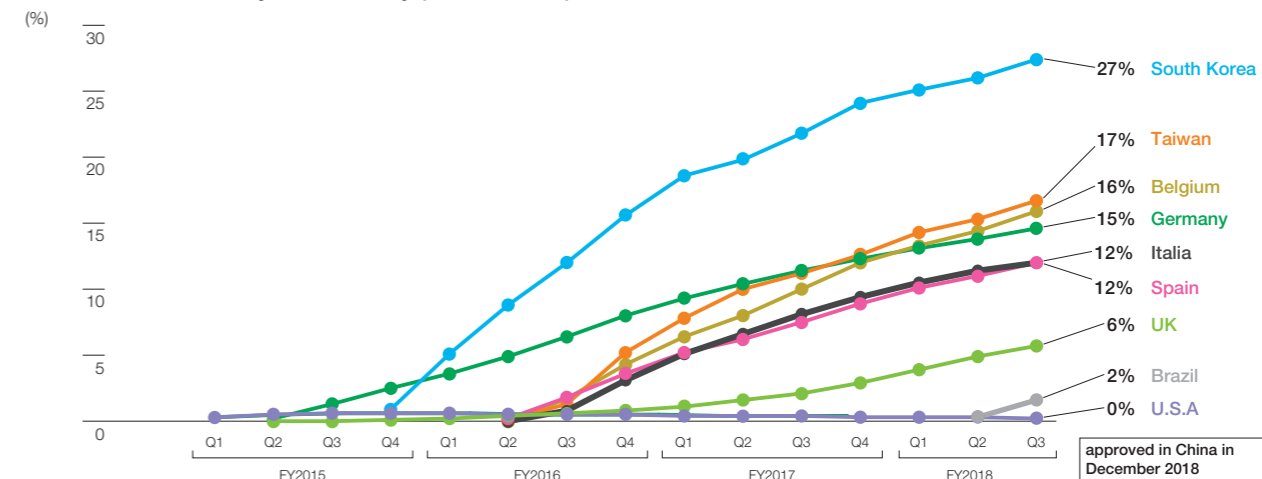


(2) Growth in each country

Since it's marketed, steadily increasing the number of countries in which *edoxaban* has been marketed, it has been on the market in more than 30 countries and regions globally. In addition to steady growth in Asian region like South Korea and Taiwan, as well as in

European region like Belgium and Germany, it was marketed in Brazil in August 2018 and was approved in China in December 2018. Going forward, we aim to achieve further growth by successfully marketing it in China.

Growth of *edoxaban* by each country (volume share)



Copyright © Created based on 2019 IQVIA, MIDAS Sales Data Reprinted with permission

(3) Life-cycle management initiatives

Currently, we are engaged in many clinical studies and lifecycle management activities, collectively referred to as EDOSURE*1 that create data on how *edoxaban* is used in clinical settings.

The efficacy and safety data for patients undergoing catheter ablation*2 was presented in a Late Breaking Session of the European Heart Rhythm Association (EHRA) in March 2019.



*1 Derived from two words, *edoxaban* and Assurance. It signifies our hope that doctors and patients will feel more reassured by anticoagulant therapy with *edoxaban*.

*2 A procedure used to ablate abnormal electrical pathways in the heart tissue by inserting a thin tube (catheter) through the blood vessels to the heart in order to restore normal rhythm of the heart of patients with AF.

COLUMN

What are direct oral anticoagulants?

A blood clot usually forms to stop bleeding and will eventually dissolve and shrink. However, should a blood clot grow larger rather than dissolving, and consequently come to block a blood vessel, it could result in a lack of blood flow to areas of the body beyond the clot, potentially even leading to the death of the tissue therein. This condition is known as thrombosis.

Warfarin has long been the standard treatment to prevent blood clots. However, there are many restrictions to which attention needs to be paid when using *warfarin* such as periodic monitoring with blood tests,

a variety of drug interactions, and dietary restrictions. Direct oral anticoagulants including *edoxaban* have been developed to significantly improve the inconvenience of *warfarin* as mentioned above.

