

For Immediate Release

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Representative: Joji Nakayama, President and CEO

(Code no.: 4568, First Section of Tokyo, Osaka and Nagoya Stock Exchanges)

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Daiichi Sankyo Espha to Launch New Generic Products

Tokyo, Japan (December 14, 2012) – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced that its Japanese established pharmaceuticals subsidiary, Daiichi Sankyo Espha Company, Limited (hereafter, Daiichi Sankyo Espha), will launch five generic products with two active ingredients.

Overview

1. Product names/therapeutic categories

Product name	Therapeutic category	Original Brand Name
Quetiapine tablets 25 mg DSEP	Antipsychotic	Seroquel®
Quetiapine tablets 100 mg DSEP		
Quetiapine tablets 200 mg DSEP		
Mosapride Citrate tablets 2.5 mg DSEP	Gastroprokinetic agent	Gasmotin®
Mosapride Citrate tablets 5 mg DSEP		

2. Product attributes

Daiichi Sankyo Espha has created innovative labeling on tablets and PTP sheets to make them easier for patients to see and understand.

PTP sheet design concept

- “Pitch control”

Through pitch control on both sides of the tablet, it is possible to display the product name and dosage on each pill, making it easier for patients to recognize.

- Design that allows for easy identification

Color and special markings make the tablets easier to identify.

- GS1 data barcode

In order to prevent medication errors, the GS1 data barcode is marked on each tablet.

Tablet ideas

- Tablet color and shape
Similar to standard products, the tablet color of Quetiapine and the tablet shape of Mosapride differ for each dosage to make them clearly distinguishable.
- Tablet printing (Quetiapine only)
The product name and dosage of each pill are laser printed on each side of Quetiapine tablets using a universal font (utilizing some Chinese characters) so that patients can clearly distinguish them.

Example: PTP sheets and Quetiapine 100 mg DSEP tablets



Example: PTP sheets and Mosapride Citrate 5 mg DSEP tablets



About Daiichi Sankyo Espha

Daiichi Sankyo Espha was created in April 2010 to manufacture and market generic drugs and Daiichi Sankyo established pharmaceuticals*¹ to accommodate rising demand based on the spirit of the Daiichi Sankyo Group's corporate philosophy*² of supplying pharmaceuticals to address diverse medical needs. Daiichi Sankyo Espha strives to provide pharmaceuticals that provide peace of mind for users by fulfilling the most important pharmaceutical criteria of quality, information, and stable supply while delivering the economic benefits of generics.

Company overview

Company name: Daiichi Sankyo Espha Co., Ltd.

Established: April 1, 2010

Business: Manufacture and sale of pharmaceuticals

Capital: 450 million yen

Representative: President Hiroto Yoshiwaka

Headquarters: 3-5-1, Nihonbashi, Honcho, Chuo-ku, Tokyo

*1 Established pharmaceuticals

This is a general term for pharmaceuticals that are long-running contributors to healthcare and demonstrate efficacy, safety and are established in use. Daiichi Sankyo Espha handles some generics and some long-listed Daiichi Sankyo pharmaceuticals.

*2 Daiichi Sankyo Group corporate philosophy

To contribute to the enrichment of quality of life around the world through the creation of innovative pharmaceuticals, and through the provision of pharmaceuticals addressing diverse medical needs

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