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For Immediate Release

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Daiichi Sankyo Launches the Antiplatelet Agent Efient[®] 3.75mg/5mg Tablets

Tokyo, Japan (May 27, 2014) – Daiichi Sankyo Company, Limited (hereafter, Daiichi Sankyo) today announced that it has launched the antiplatelet agent Efient[®] 3.75mg/5mg Tablets in Japan (JAN: Prasugrel Hydrochloride; approval to market: March 24, 2014; NHI drug price listing: May 23, 2014).

Efient[®] is an oral antiplatelet agent discovered by Daiichi Sankyo and its Japanese research partner, Ube Industries, Limited. The results of phase 3 clinical trials in Japanese patients with ischemic heart disease undergoing percutaneous coronary intervention (PCI) demonstrated that Efient[®] reduces the incidence of ischemic events from the perioperative period of PCI by rapidly reducing platelet aggregation activity.

Through the launch of the Efient[®] treatment option in Japan, Daiichi Sankyo aims to benefit patients and healthcare professionals by providing a new approach to therapy for ischemic heart disease.

Based on co-development of the agent outside of Japan by Daiichi Sankyo and Eli Lilly and Company, the European Commission and the US FDA granted marketing authorization for Efient[®]/Effient[®] for the prevention of atherothrombotic events in patients with acute coronary syndrome (ACS) undergoing PCI, in combination with aspirin, in 2009. To date, prasugrel has been approved in more than 70 countries worldwide.

Product Overview in Japan

Product Name	Efient [®] 3.75mg/5mg Tablets
Generic name (JAN)	Prasugrel Hydrochloride
Price Listing	Efient [®] 3.75mg : ¥282.70 per tablet Efient [®] 5mg : ¥359.80 per tablet
Indication	Prasugrel is indicated for the following ischemic cardiac diseases, which require percutaneous coronary intervention (PCI):

	<ul style="list-style-type: none"> • Acute coronary syndromes (Unstable angina, Non ST-segment elevation myocardial infarction or ST-segment elevation myocardial infarction) • Stable angina, Old myocardial infarction
Dosage and administration	Prasugrel should be initiated orally with a single 20-mg loading dose and then continued at a 3.75-mg once daily dose for adults.
Approval date	March 24, 2014
Manufacturing and marketing	Daiichi Sankyo Company, Limited

About Acute Coronary Syndrome

Acute coronary syndrome includes heart attacks and unstable angina (chest pain). Myocardial infarction (heart attack) is a major manifestation of coronary heart disease, which occurs when the arteries become narrowed or clogged by cholesterol and fat deposits. In some cases the plaque can rupture, resulting in a blood clot which may partially or totally block the blood supply to portions of the heart, resulting in ACS.