

**EISAI TO EXPAND SALES OF CHOCOLA BB SERIES INTO ASIA
CHOCOLA BB® DRINK BIT SCHEDULED FOR LAUNCH IN HONG KONG**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it has decided to officially expand sales of its Chocola BB series of products, the company's leading consumer healthcare brand in Japan, into Asia. The company will start this expansion with the launch of Chocola BB® Drink Bit as a food product in Hong Kong on March 1.

The Chocola BB series of products has been widely used by people in Japan as a reliable healthcare product brand since the introduction of the first Chocola BB product in 1952. In recent years, however, healthcare needs in other Asian countries have been growing in line with economic growth in the region,

[Notes to editors]

1. Chocla BB[®] Drink Bit Hong Kong Product Outline

Product Name:

Chocla BB[®] Drink Bit (food product)

Main Active Ingredients (per 50 ml bottle):

Vitamin B ₂ Sodium Phosphate	20 mg
Vitamin B ₆	25 mg
Vitamin B ₁ Nitrate	5 mg
Nicotinamide	30 mg
Coix Seed Extract	100 mg
(Equivalent to 1300 mg of coix seed)	

Nutrition (per 50 ml bottle):

Energy	0 Kcal
Protein	0 g
Fat	0 g
Carbohydrates	2.3 g
Sugar	2 g
Sodium	4 mg

Suggested Retail Price:

3 Bottle Pack	66 Hong Kong Dollars
10 Bottle Pack	199 Hong Kong Dollars

Exported By:

Eisai Co., Ltd.

Manufactured By:

Daiichi Yakuhin Kogyo Co., Ltd.

2. Chocola BB® Drink Bit Product Image