

EISAI ANNOUNCES LAUNCH OF ANTICANCER AGENT HALAVEN®
AS COMPANY'S FIRST PRODUCT IN BRAZIL
LAUNCH MARKS THE COMMENCEMENT OF BUSINESS IN LATIN AMERICA

[Notes to editors]

1. About the Brazilian Healthcare System

The Brazilian constitution defines health care as a right for all citizens and in principle, all citizens can receive public health care for free through the publicly funded Sistema Único de Saúde (SUS) which was introduced in 1990. As the medicines and medical services provided through SUS are limited due to its financial difficulties, around a quarter of the population pays for private health insurance which covers approximately 60% of all medical expenses.

2. About Business Expansion in Latin America

Eisai has positioned the six countries/regions of Russia, Brazil, Mexico, Canada, Australia and the Middle East as strategic markets, and is working on establishing business infrastructure and expansion in these locations. Among these strategic markets, Eisai positions Brazil and Mexico, which are the core drivers of