

Mitsubishi Tanabe Pharma Corporation

# **Sales Strategy for a Big Jump**

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Mitsubishi Tanabe Pharma

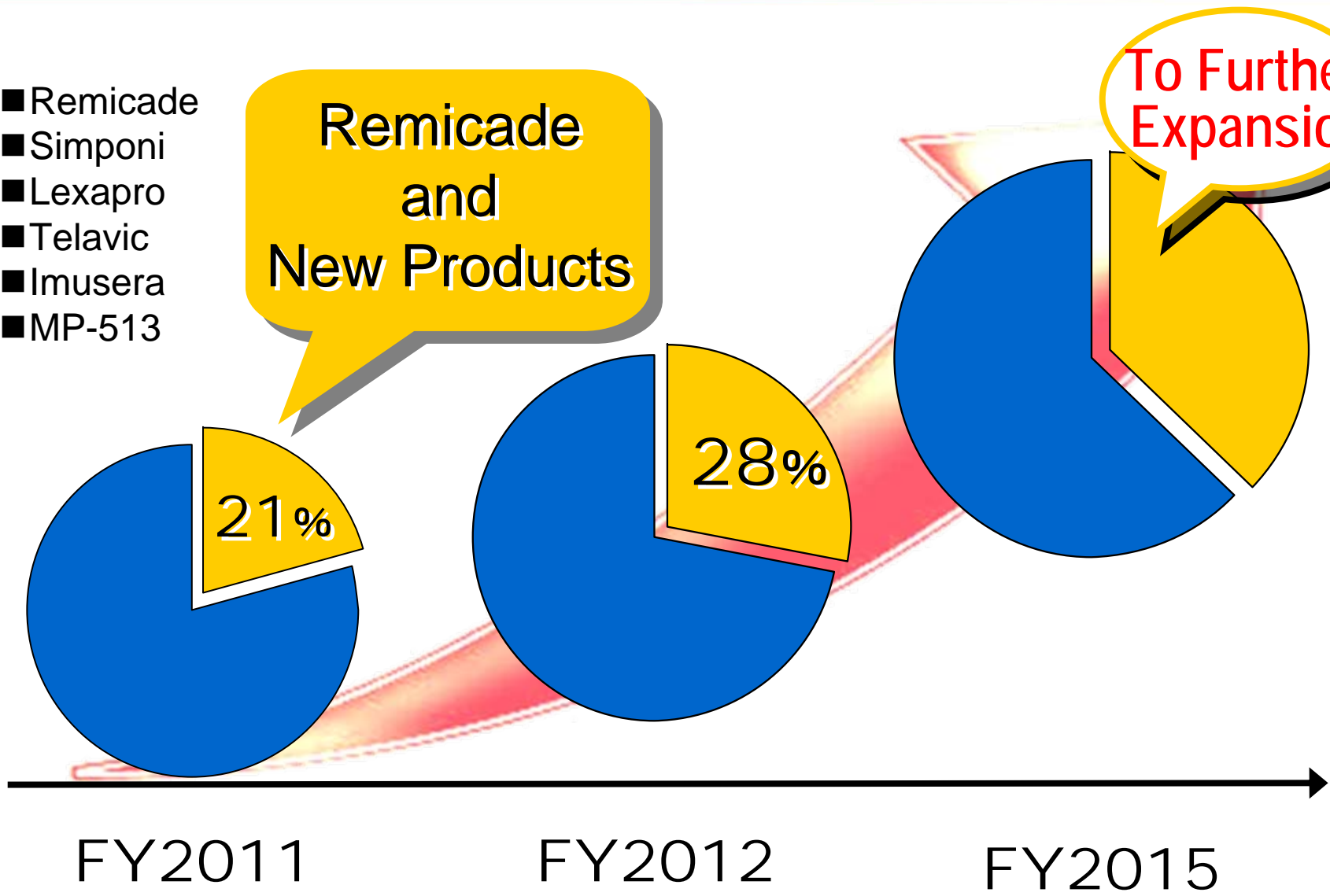
May 10, 2012

# Sales Contribution of Remicade and New Products

- Remicade
- Simponi
- Lexapro
- Telavic
- Imusera
- MP-513

Remicade and New Products

To Further Expansion

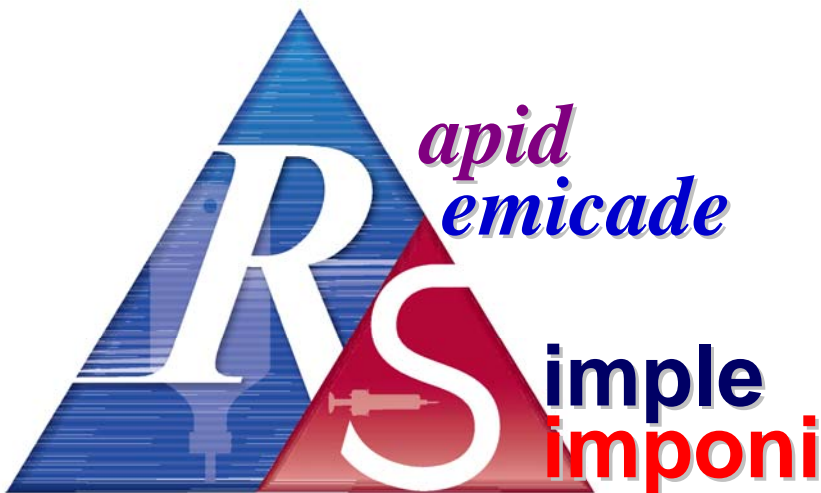


# Most Priority Products: Remicade and Simponi

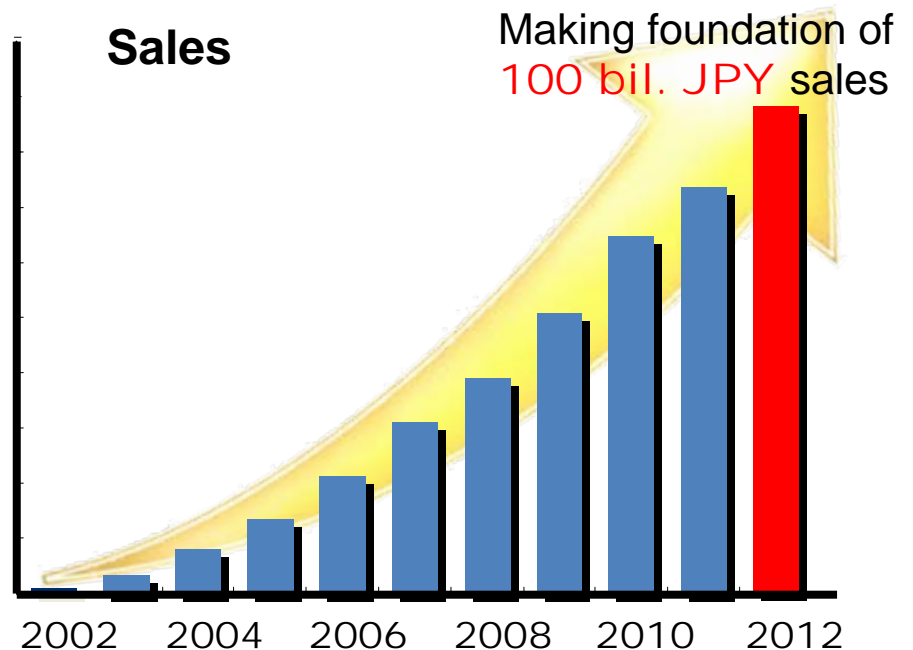
## Remicade & Simponi

### ■ Remicade

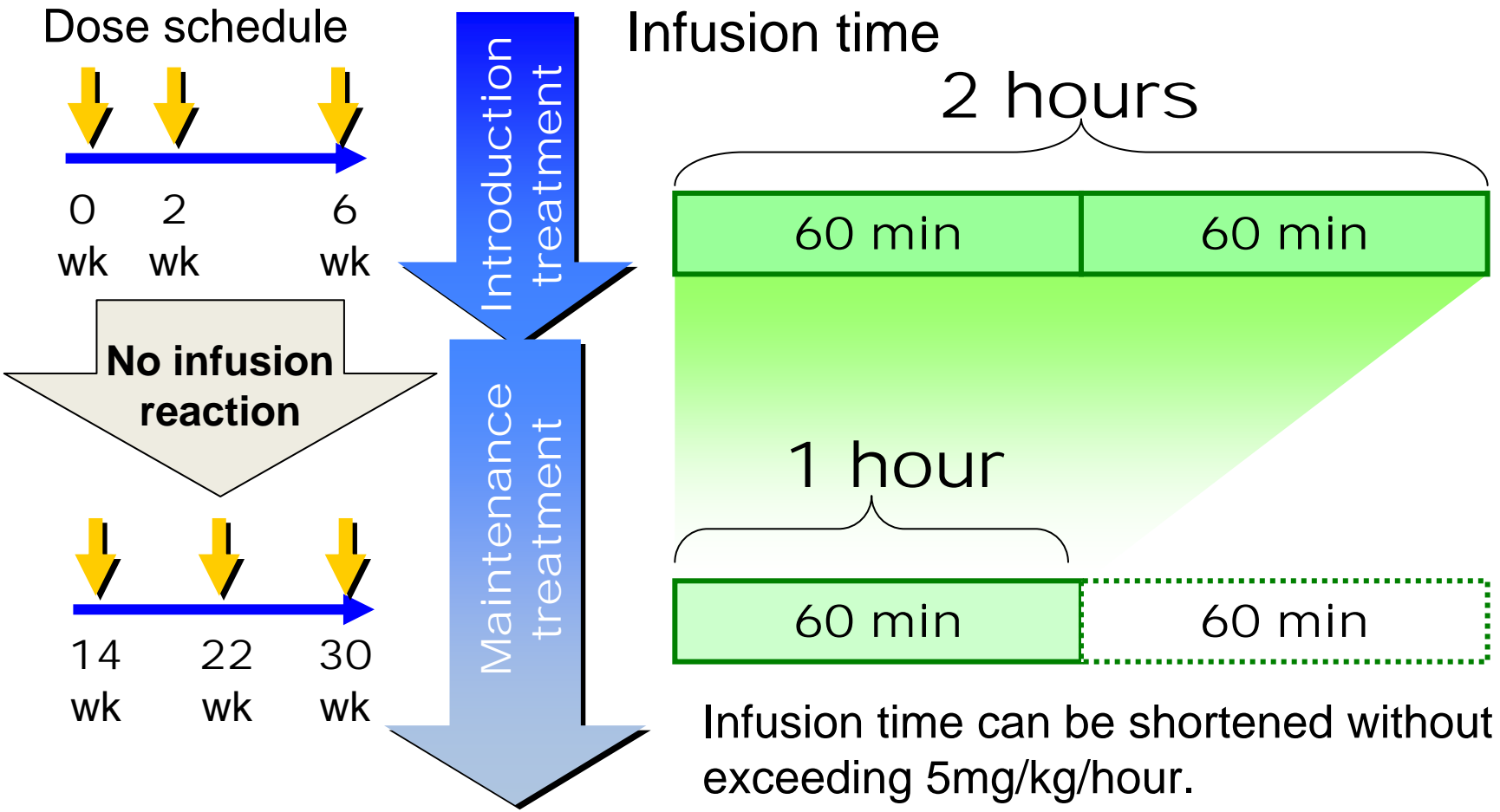
- For 10 years after the launch, it has been used for more than 50,000 patients with RA and for more than 80,000 cumulated patients with all approved indications.
- Reducing the burden of patients and medical professionals by shortening infusion time.
- Contributing to medical services by Remicade (i.v.) and Simponi (s.c.).



(Bil. JPY) 100



# A New Option to Shorten Infusion Time of Remicade

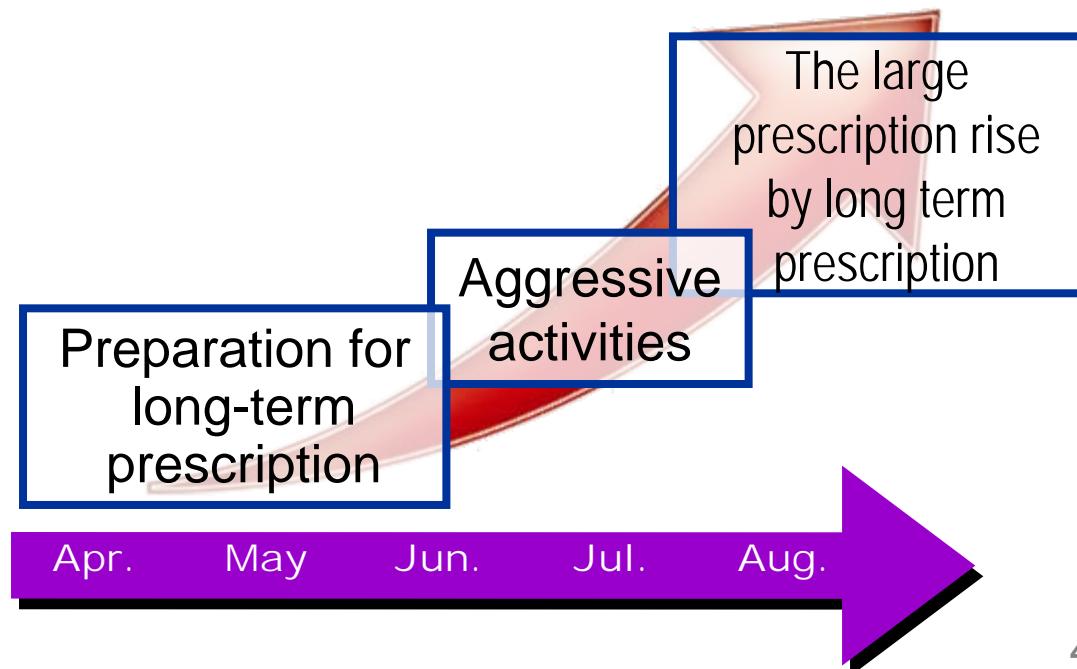


■ This new option of shortening infusion time is expected to offer greater convenience for both patients and medical settings.

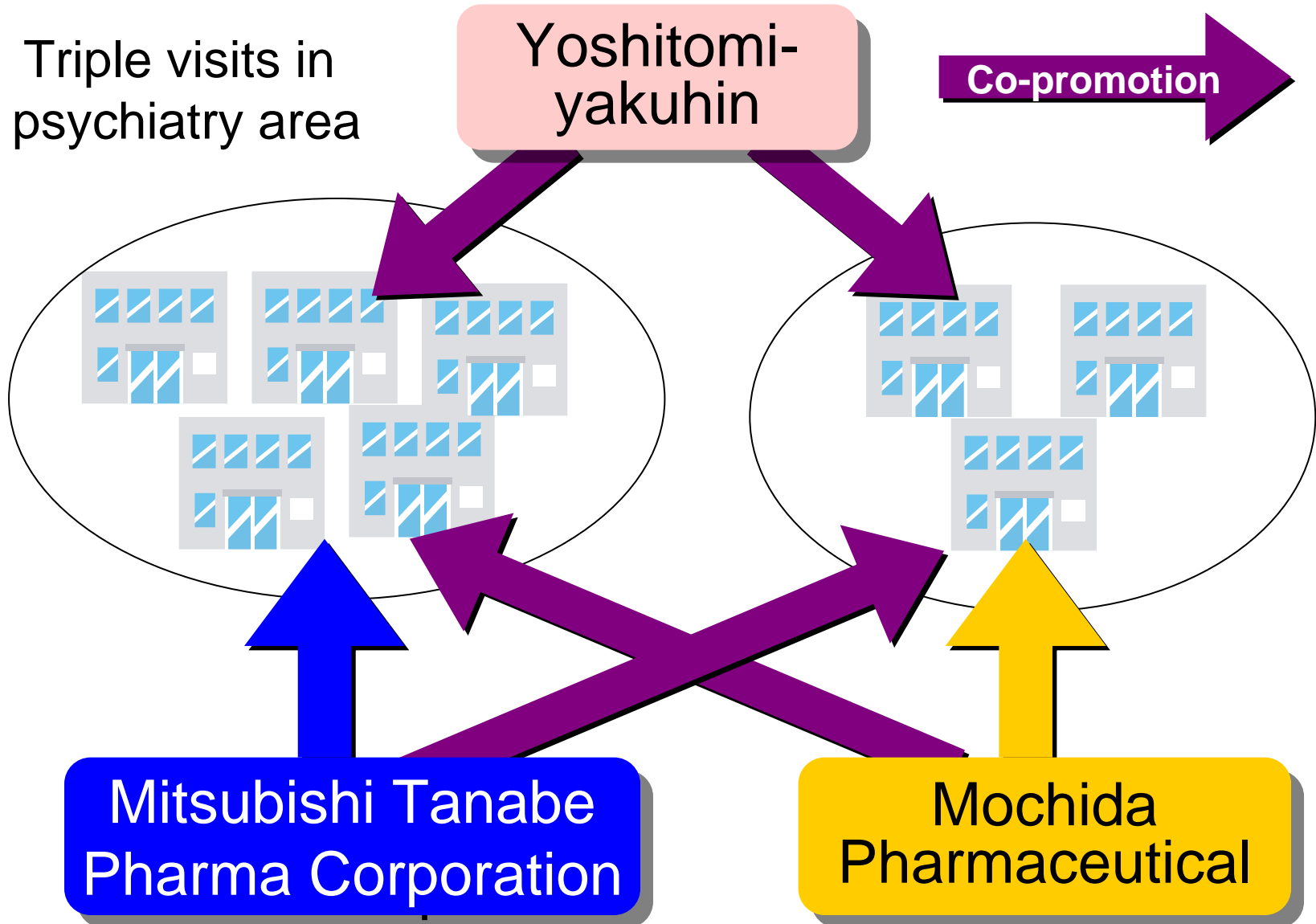
# Key Product: Lexapro

## Lexapro

- Lifting a ban on long-term prescription in August, 2012
- Enhancing actions in psychiatry field
  - Renewing co-promotion scheme with Mochida Pharmaceutical
  - Enhancing cooperation with Yoshitomiyakuhin, our subsidiary, which has strength in psychiatry area



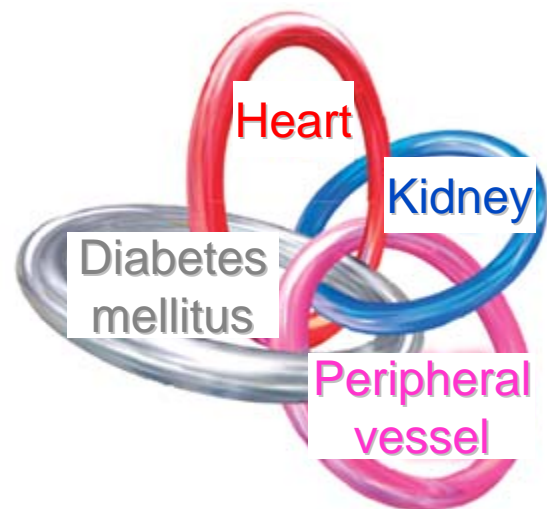
# Enhancing Co-promotion



# Key Products: Anti-diabetic drugs

## MP-513 & TA-7284

- Strategic alliance with Daiichi Sankyo
  - Promoting usages by new style of joint sales activities at the unprecedented speed
  - Contributing to total care management of metabolism and CV diseases by the launch of anti-diabetic drugs



Best Solutions for  
METABOLIC SYNDROME

MP-513

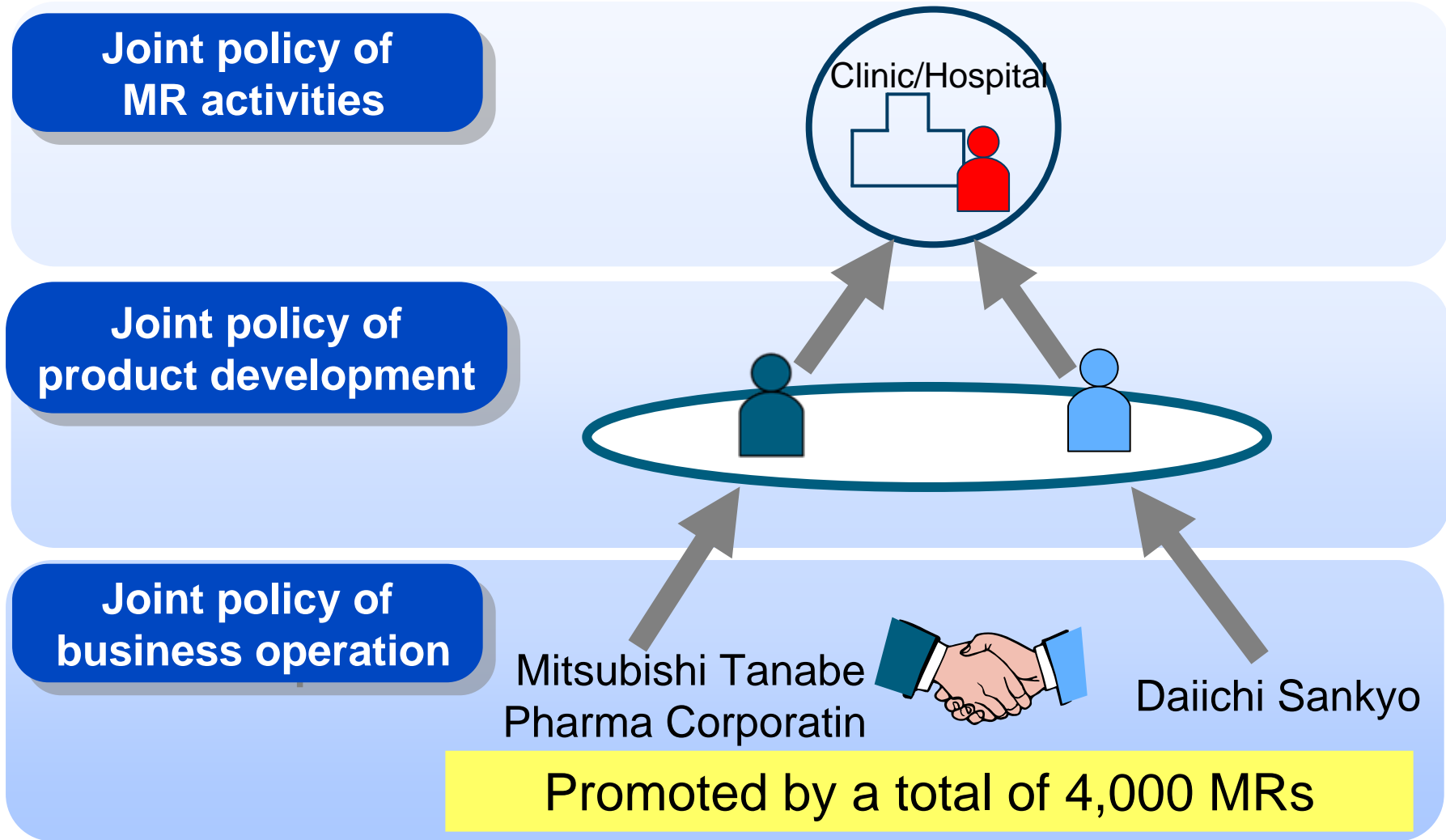
Teneligliptin

TA-7284

Canagliflozin

- DPP4 inhibitor
- SGLT2 inhibitor
- Filed in Aug 2011
- Plan to file in 2013

# Strategic Alliance with Daiichi Sankyo

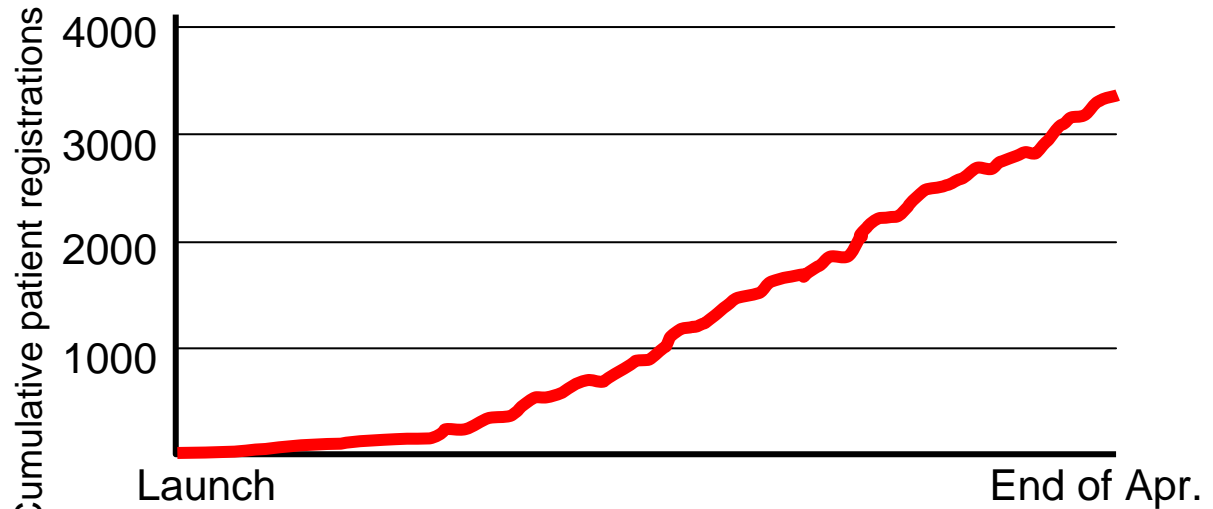




# Safety-prioritized Product: Telaviv

## Telaviv

- NS3-4A protease (enzyme essential for replication of hepatitis C virus) inhibitor
- Launched on Nov. 28, 2011
- Implementing all-patient PMS (n=3,000)



Number of contracted institutions	Number of patient registrations
708	3,340

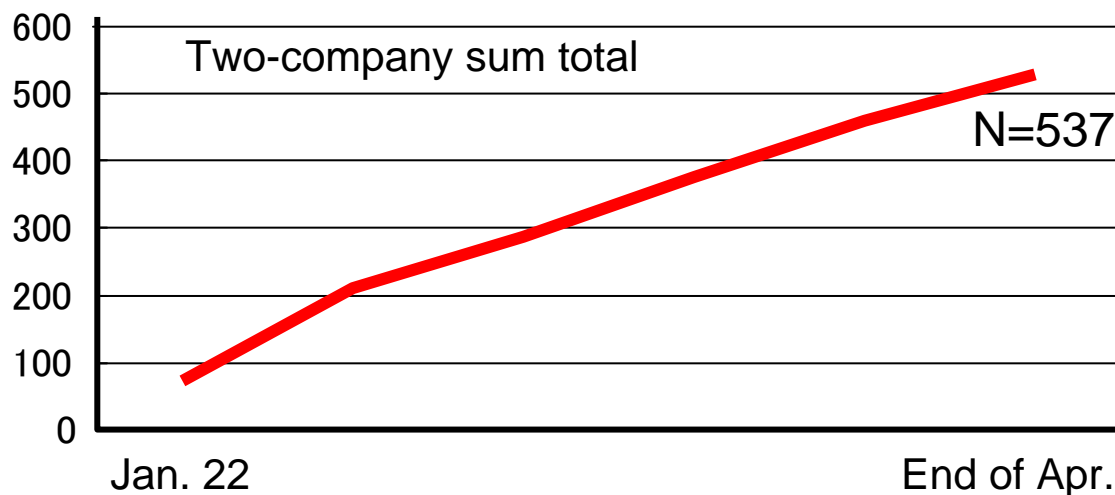
# Safety-prioritized product: Imusera

## Imusera

- “Japanese origin, World’s first” S1P1 receptor functional antagonist
- Launched on Nov. 28, 2011 (Co-marketing with Novartis Pharma)
- Implementing all-patient PMS (n=1,000 for two companies)



Cumulative patient registrations  
by MTPC and Novartis pharma



Number of contracted institutions, MTPC only	Number of patient registrations, MTPC only
189	237

**We contribute to  
Paradigm Shift of treatment.**



A silhouette of a person in mid-air, jumping or falling, against a bright blue sky with scattered white clouds. The person is wearing a dark long-sleeved shirt and pants. The text is overlaid on the image in a large, white, sans-serif font.

**We overcome competition  
and make a “Big Jump”.**

### **Cautionary Statement**

**The statements contained in this presentation is based on a number of assumptions and belief in light of the information currently available to management of the company and is subject to significant risks and uncertainties.**