

PRESS RELEASE

Ewopharma and Eisai announce Commercial Partnership in Central Eastern Europe for Lenvima® (lenvatinib)

SCHAFFHAUSEN, SWITZERLAND and HATFIELD, UK, 26th March, 2020 – Ewopharma, a pharmaceutical marketing company and Eisai Europe Ltd., a leading global research and development-based pharmaceutical company are pleased to announce that on 24th February 2020 Ewopharma acquired the rights to commercialise Lenvima® (lenvatinib) in Central and Eastern Europe (CEE).

Ewopharma is commercialising lenvatinib in nine CEE countries within the European Union (Bulgaria, Croatia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania and Slovenia) within the product's approved indications of differentiated thyroid cancer (DTC) and unresectable hepatocellular carcinoma (HCC).¹

Ewopharma is responsible for all aspects of pricing, reimbursement, marketing and distribution. Eisai is supplying the product and also providing significant training and support.

Alain Staub, CEO and Chairman of the Board of Ewopharma comments: "It is a great pleasure for us to expand our existing collaboration with Eisai to include lenvatinib. This means we can give more patients in the CEE region access to much needed therapy, especially to those suffering from metastatic thyroid carcinoma and unrespectable hepatocellular cancer. We believe lenvatinib provides effective treatment and has an established safety profile, and we hope that many patients will be able to benefit from its potential."

In 2017 Ewopharma obtained the rights to commercialise Eisai's Targretin® (bexarotene) in Hungary and Poland, and this contract with Eisai has now been extended so that bexarotene is available in the rest of the CEE countries (Bosnia & Herzegovina, Bulgaria, Croatia, Estonia, Latvia, Lithuania, Romania, Serbia and Slovenia).

This partnership demonstrates Eisai's commitment to novel collaborative working practices and underscores Eisai's *human health care* mission of giving first thought to patients and their families and to increasing the benefits health care provides.

About Ewopharma

Ewopharma AG, headquartered in Schaffhausen (Switzerland), is a pharmaceutical marketing company focused on Central Eastern Europe. With more than 50 years' presence in the region, Ewopharma has extensive knowledge of these markets and enjoys a privileged position in the area. Ewopharma collaborates with partners to introduce their products to Central Eastern Europe. The company covers all aspects of market access and commercialisation of ethical pharmaceutical and consumer health products. Further information is available at www.ewopharma.com.

About Eisai Europe Ltd.

Eisai Europe Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. We define our corporate mission as “giving first thought to patients and their families and to increasing the benefits health care provides,” which we call our *human health care (hhc)* philosophy. With over 10,000 employees working across our global network of R&D facilities, manufacturing sites and marketing subsidiaries, we strive to realise our *hhc* philosophy by delivering innovative products in various therapeutic areas with high unmet medical needs, including oncology and neurology.

As a global pharmaceutical company, our mission extends to patients around the world through our investment and participation in partnership-based initiatives to improve access to medicines in developing and emerging countries.

For more information about Eisai Europe Ltd. please visit www.eisai.eu

About Lenvima® (lenvatinib)

Lenvima® is currently indicated as:

- monotherapy for the treatment of adult patients with progressive, locally advanced or metastatic, differentiated (papillary/follicular/Hürthle cell) thyroid carcinoma (DTC), refractory to radioactive iodine (RAI)¹
- monotherapy for the treatment of adult patients with advanced or unresectable (HCC) who have received no prior systemic therapy.¹

About Targretin® (bexarotene)

Targretin® is indicated for the treatment of skin manifestations of advanced stage cutaneous T-cell lymphoma (CTCL) in adult patients refractory to at least one systemic treatment.²

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References

1. SPC Lenvima (updated October 2019). Available at: <https://www.medicines.org.uk/emc/product/7880/smpc>. Accessed March 2020.
2. SPC Targretin (updated February 2019). Available at: <http://www.medicines.org.uk/emc/medicine/26618>. Accessed March 2020.