

Sept 5, 2014

Meiji and Takeda Announce Co-Promotion Agreement for “ROZEREM®”
For the Treatment of Insomnia in Japan

Meiji Seika Pharma Co., Ltd. (Headquarters: Chuo-ku, Tokyo, President and Representative Director: Daikichiro Kobayashi, “Meiji”) and Takeda Pharmaceutical Company Limited (Headquarters: Chuo-ku, Osaka, President & COO: Christophe Weber, “Takeda”) announced today that the two companies have finalized a co-promotion agreement in Japan regarding “ROZEREM®”, a product for treatment of insomnia that Takeda currently manufactures and markets. In accordance with this agreement, Meiji will commence promotional activities for ROZEREM on October 1, 2014, mainly targeting psychiatric institutions covered by MRs fully dedicated to the CNS field. Takeda will continue its current promotional activities which target all medical institutions, including psychiatric institutions.

ROZEREM is a melatonin receptor agonist developed by Takeda which has a different functional mechanism from previously existing drugs for the treatment of insomnia. ROZEREM works by selectively targeting two melatonin receptors in the brain, MT1 and MT2, which are located in the suprachiasmatic nucleus, the body’s ‘master clock’ that regulates circadian (24-hour) rhythms, including the sleep-wake cycle. By acting on these receptors, ROZEREM regulates the body’s sleep-wake cycle and promotes natural sleep, thereby favorably impacting daytime QOL among other measures of wellbeing. Takeda has been manufacturing and marketing ROZEREM since July 2010.

Currently, approximately over 20 million individuals in Japan reportedly suffer from insomnia. Insomnia causes sleeplessness during the night and lowers QOL during the daytime. In particular, many individuals who suffer from mental illness in conjunction with insomnia experience impaired QOL. Medical treatments for insomnia are sought to both improve patients’ QOL and to treat mental illness.

Takeda hopes to broadly increase the recognition of the benefits of ROZEREM by healthcare professionals through co-promotion with Meiji, which has a strong presence as a specialist in marketing and promotional activities within the psychiatric field. Through this partnership for promoting ROZEREM, Meiji and Takeda will contribute to working toward the treatment of insomnia in the psychiatric field.

Regarding the details of the co-promotion agreement

We refrain from disclosing the details of this co-promotion agreement, including financials terms and conditions. The geographic target of this co-promotion agreement is Japan.

About Meiji Seika Pharma Co., Ltd.

As a “Specialty and Generic Pharmaceuticals Company”, Meiji runs its pharmaceutical business in the two main fields, infectious disease and central nervous system disorders, and generic drugs. Meiji strives to respond to diversified medical needs and contributes to the well-being of people worldwide. For details, please visit its corporate website: <http://www.meiji-seika-pharma.co.jp/english/index.html>

About Takeda Pharmaceutical Company Limited

Located in Osaka, Japan, Takeda is a research-based global company with its main focus on pharmaceuticals. As the largest pharmaceutical company in Japan and one of the global leaders of the industry, Takeda is committed to strive towards better health for people worldwide through leading innovation in medicine. Additional information about Takeda is available through its corporate website, www.takeda.com.