

November 18, 2016

Taiho and Meiji Announce the Launch of Bilanoa® Tablets 20 mg, an Oral Anti-allergy Drug in Japan

Taiho Pharmaceutical Co., Ltd. (HQ: Tokyo, President and Representative Director: Masayuki Kobayashi) and Meiji Seika Pharma Co., Ltd. (HQ: Tokyo, President and Representative Director: Daikichiro Kobayashi) today announced the launch of Bilanoa® Tablets 20 mg (generic name: bilastine), an oral anti-allergy drug, in Japan.

This product is an innovative second-generation anti-histamine product, discovered by Faes Farma S.A. in Spain (HQ: Bilbao, President: Mariano Ucar Angulo). Taiho has further developed the drug after signing a license agreement with Faes Farma in July 2012 for the development and marketing rights in Japan. In September 2016, Taiho received approval to manufacture and market the drug for the indications of allergic rhinitis, urticaria, and itching resulting from skin diseases (eczema/dermatitis and cutaneous pruritus). It has been approved in over 100 countries and regions* and marketed by several partners under license from Faes Farma for the treatment of allergic rhinitis and urticaria.

Based on a co-marketing agreement entered into by Taiho and Meiji in December 2015, the two companies provide information about the product and market it in order to further contribute to patients suffering from allergies and medical care providers engaged in the treatment of allergic disorders.

* As of October 2016

About Faes Farma S.A.

Faes Farma S.A. is one of the leading Spanish pharmaceutical companies, focused on research, manufacture and commercialization of innovative medicines.

With strong presence also in Portugal, Latin America and Africa, Faes Farma is now developing an intense process of internationalization. Bilastine shall be a key element in this process. For more information about Faes Farma, please visit the company's website at <http://faesfarma.com/>.

Product Outline	
Brand name	Bilanoa [®] Tablets 20 mg
Generic name	Bilastine
Indications	Allergic rhinitis, urticaria, and itching resulting from skin diseases (eczema/dermatitis and cutaneous pruritus)
Use & Dosage	Normally, for adults, oral administration on an empty stomach of 20 mg of bilastine once daily
Date of manufacturing and marketing approval	September 28, 2016
Date listed in NHI reimbursement price listing	November 18, 2016
Date of initial marketing in Japan	November 18, 2016
NHI reimbursement price	79.7yen / tablet
Packaging	PTP Packaging: 100 tablets (10 tablets x 10 sheets); 420 tablets (14 tablets x 10 x 3 sheets); 500 tablets (10 tablets x 10 x 5 sheets)
Manufacturing distributor	Taiho Pharmaceutical Co., Ltd.
Sales agent	Meiji Seika Pharma Co., Ltd.