

November 25, 2021

Meiji Seika Pharma Co., Ltd.
Taiho Pharmaceutical Co., Ltd.

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

Meiji Seika Pharma Co., Ltd. (HQ: Tokyo, President and Representative Director: Daikichiro Kobayashi) and Taiho Pharmaceutical Co., Ltd. (HQ: Tokyo, President and Representative Director: Masayuki Kobayashi) announced today that Bilanoa® OD tablets 20mg, the additional dosage forms of its anti-allergy drug Bilanoa® tablets 20mg (generic name: bilastine), has been listed on the National Health Insurance (NHI) reimbursement price list. The new product is scheduled for launch on December 10, 2021 in Japan.

Bilanoa OD tablets can be taken orally without water and therefore are convenient for dysphagia patients, elderly patients, and patients with limited fluid intake. They can also be taken in situations where water is not readily available, such as while away from home, making them an anti-allergy drug that can meet a wide variety of needs.

Bilanoa is a second-generation antihistamine product, discovered by Faes Farma S.A. in Spain (HQ: Leioa, President: Mariano Ucar Angulo). Taiho has further developed the drug after signing a licensing 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, which Meiji and Taiho have sold since that November, for the indications of allergic rhinitis, urticaria, and itching resulting from skin diseases (eczema/dermatitis and cutaneous pruritus). It has been approved in more than 120 countries and regions* as the treatment of allergic rhinitis and urticarial, and are marketed by several partners under the license from Faes Farma.

Meiji and Taiho will continue to provide information about Bilanoa and market it to provide relief to patients suffering from allergies and to contribute to medical care providers engaged in the treatment of allergic disorders.

* As of October 2021

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 its 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 <https://faesfarma.com/>

Product Outline	
Brand name	Bilanoa® OD tablets 20mg
Generic name	Bilastine
Indications	Allergic rhinitis, urticaria, and itching resulting from skin diseases (eczema/dermatitis and cutaneous pruritus)
Dosage and administration	Normally, for adults, oral administration on an empty stomach of 20mg of bilastine once daily
Date of manufacturing and marketing approval	September 27, 2021
Date listed in NHI reimbursement price listing	November 25, 2021
Date of initial marketing in Japan	December 10, 2021
NHI reimbursement price	66.8 yen / 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.