



Encise Quarterly Snapshot

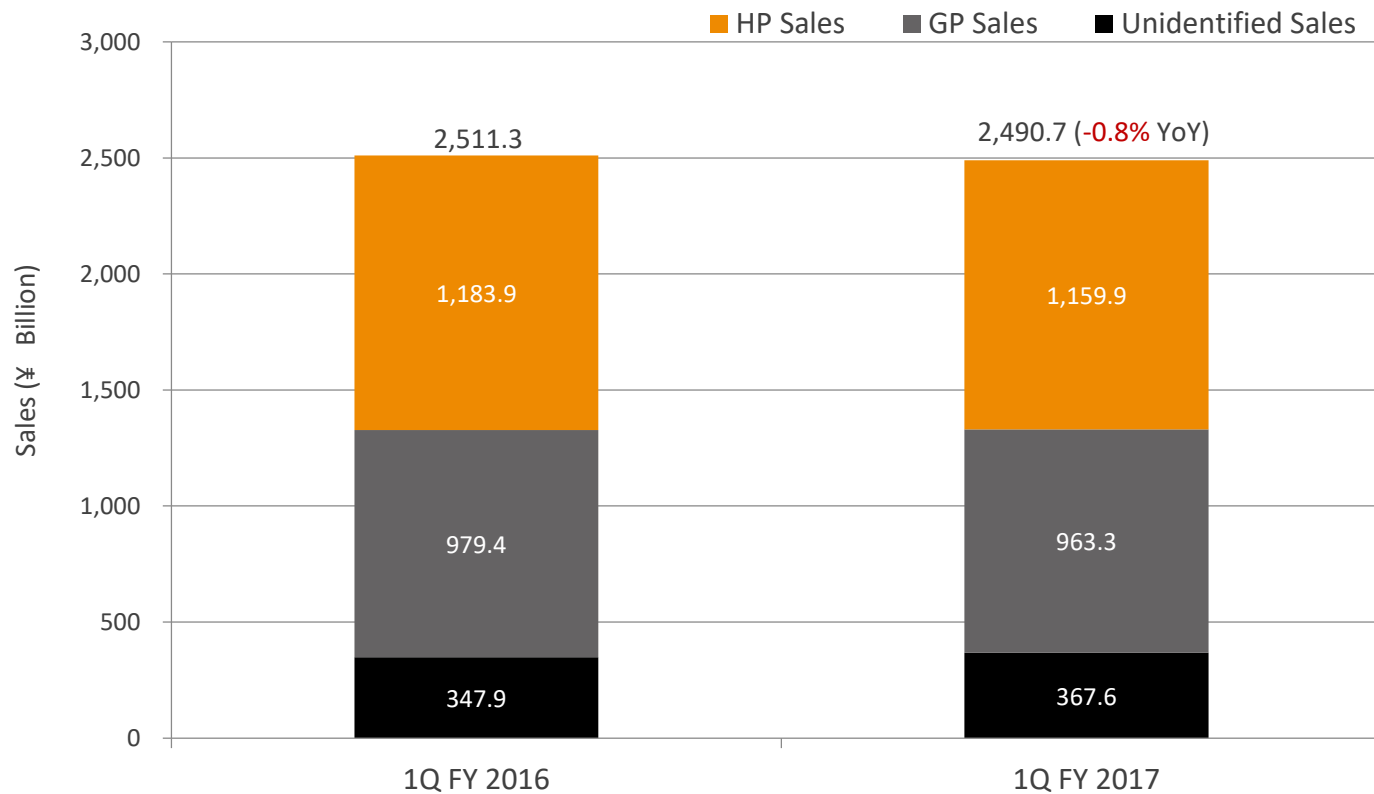
(NHI Price Based)

For the period until 1Q FY 2017

(04/2017 to 06/2017)

Disclaimer: Encise has prepared these reports by processing, editing, and developing estimates based on the ethical drug information we have collected. We do not guarantee the accuracy or completeness of this information, or that it meets any specific threshold in terms of content and/or quality.

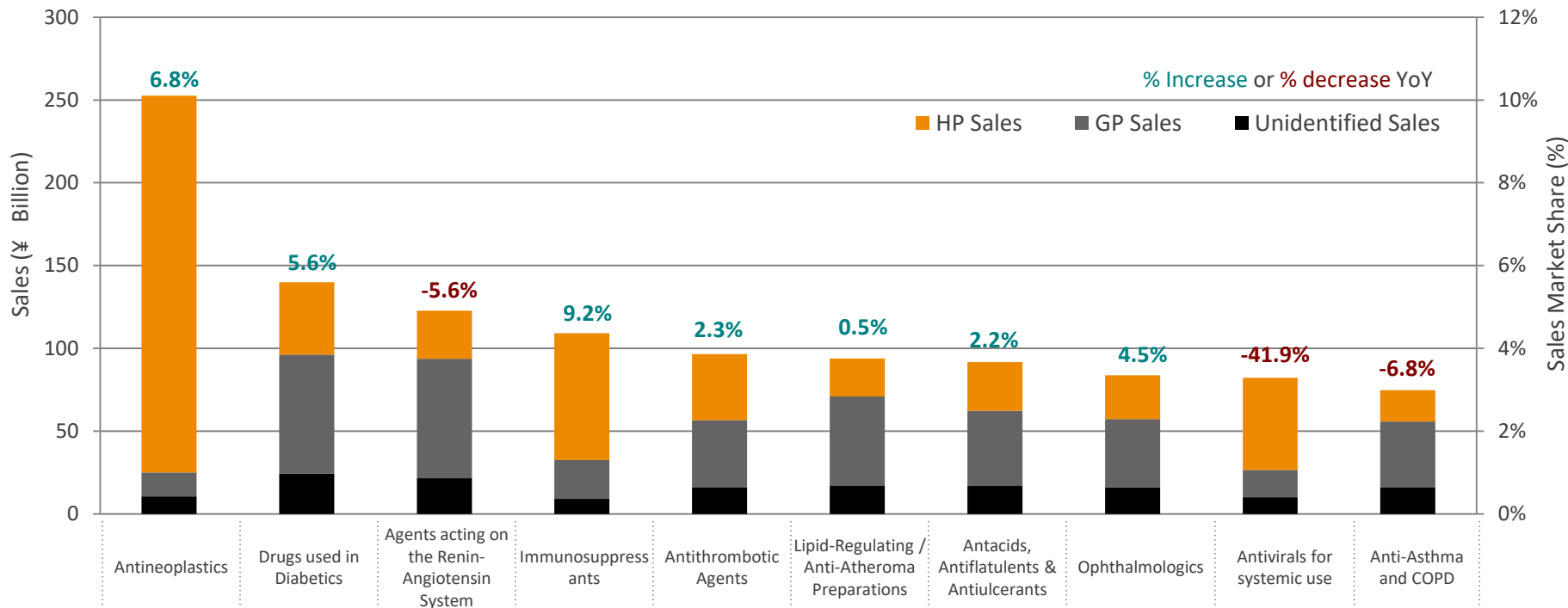
Period at Glance (YoY)



Sales Break-up Definition:

- **Hospital (HP) Sales:** All sales generated to the pharmacies from hospitals of 100+ beds, plus their in-house purchase
- **General Practitioners (GP) Sales:** All sales generated to the pharmacies from general practitioners and all clinics/ hospitals of <100beds, plus their in-house purchase
- **Unidentified Sales:** Sales not clearly linked to above two categories

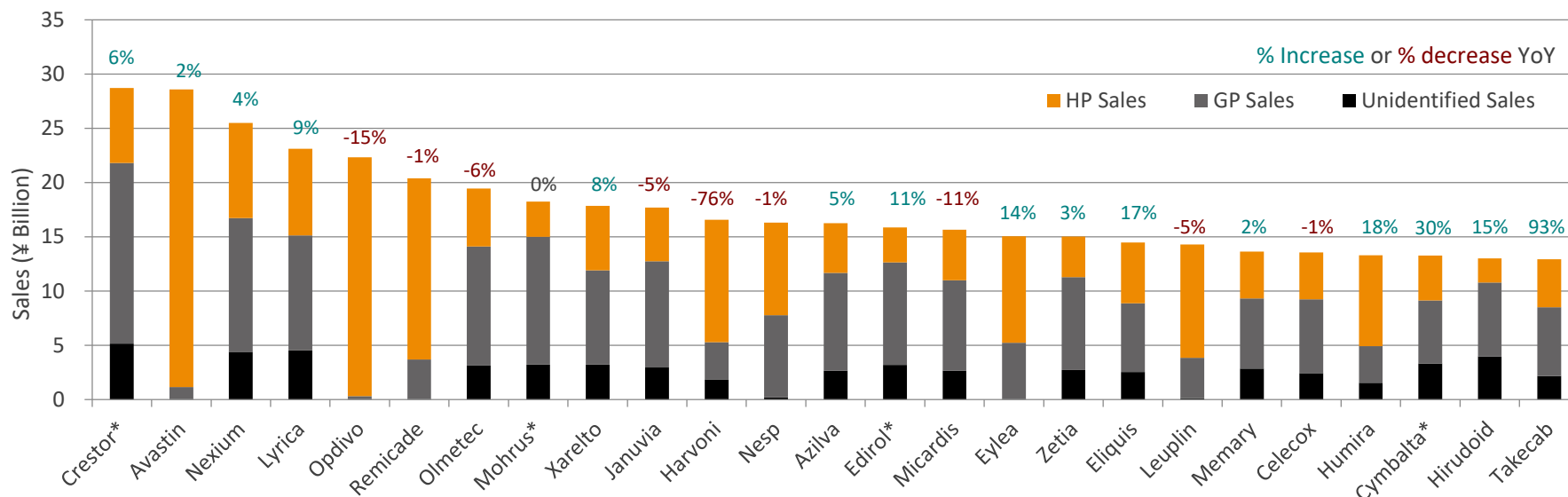
Top-10 Therapeutic Classes by Sales



Sales Break-up Definition: **Hospital (HP) Sales:** All sales generated to the pharmacies from hospitals of 100+ beds, plus their in-house purchase | **General Practitioners (GP) Sales:** All sales generated to the pharmacies from general practitioners and all clinics/ hospitals of <100beds, plus their in-house purchase | **Unidentified Sales:** Sales not clearly linked to above two categories

- Top-10 Therapeutic Classes form ~46% of total Japan Pharma sales at ¥1,147.0 Billion (-2.6% YoY).
- Antineoplastics (Oncology):** Growth maintained by contribution from new drugs including **Tagrisso (Osimertinib)** from AstraZeneca, launched in May 2016, posted ¥7.5 Billion), **Keytruda (Pembrolizumab)** from MSD that started sales from February 2017 and contributed ¥6.3 Billion), **Cyramza (Ramucirumab)** from Eli Lilly posted a robust growth of 74% YoY to ¥11 Billion) etc. These new contributions offset the sales decline of **Opdivo** (¥22.3 Billion, -15% YoY), the leading products of the Therapeutic class.
- Antivirals:** -42% decline YoY was recorded largely due to – drop in sales of **Harvoni** (¥16.6 Billion, -76% YoY), **Sovaldi** (¥12.5 Billion, -49% YoY) and **Viekirax** (¥5.4 Billion, -50% YoY).
- Immunosuppressants:** Posted 9.2% YoY growth backed on growing sales of **Revlimid** (¥11.4 Billion, 34.3% YoY), **Humira** (¥13.3 Billion, 18% YoY), **Simponi** (¥9.1 Billion, 24% YoY) etc.

Top-25 Brands by Sales

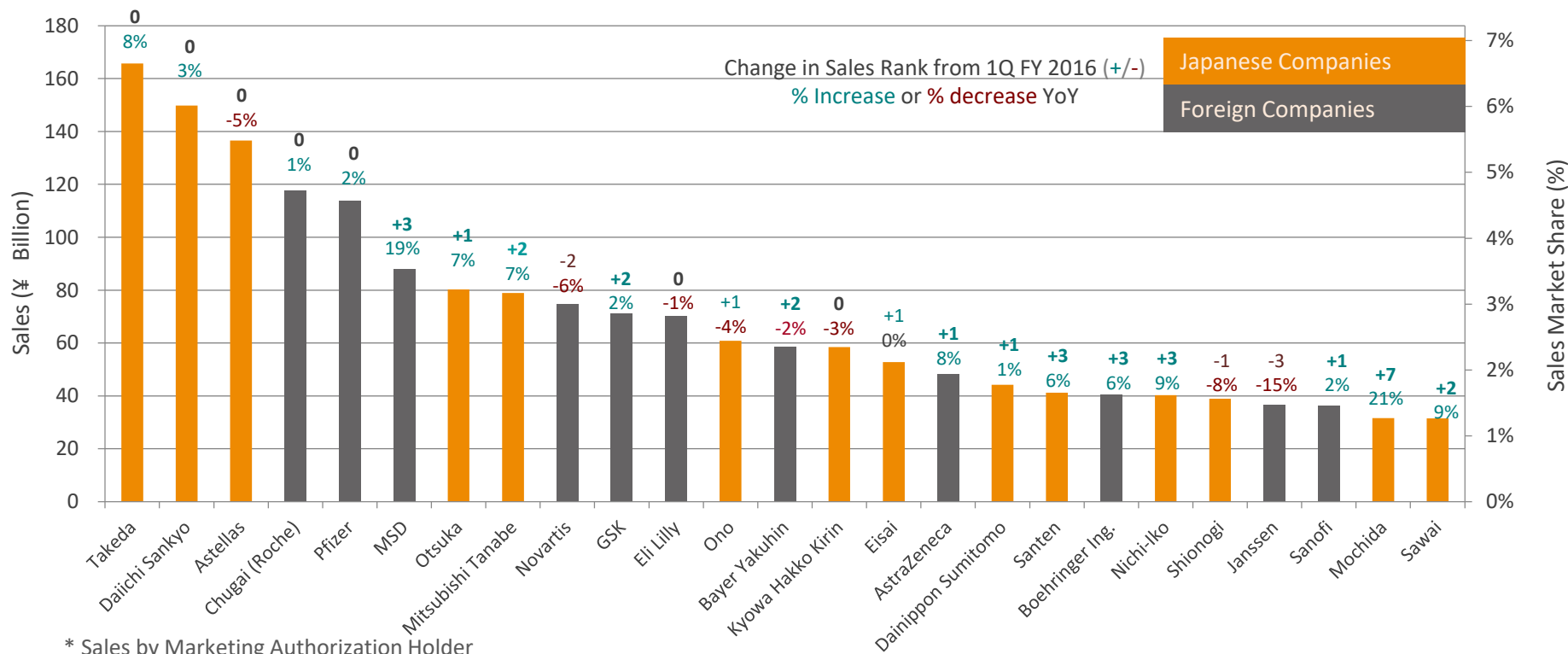


Sales Break-up Definition: **Hospital (HP) Sales:** All sales generated to the pharmacies from hospitals of 100+ beds, plus their in-house purchase | **General Practitioners (GP) Sales:** All sales generated to the pharmacies from general practitioners and all clinics/ hospitals of <100beds, plus their in-house purchase | **Unidentified Sales:** Sales not clearly linked to above two categories

* Combined sales from Co-Marketing companies

- Combined sales of top-25 pharmaceuticals brands for the 1Q FY 2017 totaled ¥441 Billion and constituted 17.7% of the total Japan Pharma sales for the period.
- The combined sales of top-25 pharmaceuticals brands for the 1Q FY 2017 dropped by 2.3 PP compared to 1Q FY 2016 - largely due to decline in sales of **Harvoni** (-76% YoY) and **Opdivo** (-15% YoY).
- Major Growing Brands:** included **Takecab** (**Vonoprazan**, potassium-channel blocker, launched in February 2015 from Takeda, entered the top-25 list for the first time with a robust growth of 93% YoY), **Cymbalta** (30% YoY), **Humira** (18% YoY) and **Eliquis** (17% YoY).
- Major Declining Brands:** included **Opdivo** (declining after 50% special price cut and launch of competitor drug **Keytruda** in February 2017), **Harvoni** (growth has decelerated following 'huge-seller re-pricing'), and **Micardis** (Intense GE penetration).
- Brands Entering 'Top-25 Club' in 1Q FY 2017 (on YoY basis):** included **Humira** (¥13.3 Billion), **Cymbalta** (¥13.3 Billion), **Hirudoid** (¥13.0 Billion) and **Takecab** (¥12.9 Billion).
- Brands Exiting 'Top-25 Club' in 1Q FY 2017 (on YoY basis):** Included **Sovaldi** (¥12.5 Billion, -49% YoY), **Zyprexa** (¥7.4 Billion, -52% YoY), **Plavix** (¥8.5 Billion, -35% YoY) and **Singulair** (¥6.7 Billion, -46% YoY).

Top-25 Companies by Sales*



* Sales by Marketing Authorization Holder

- Combined sales of top-25 'marketing-companies' constitutes 71% (-0.6 PP YoY) of total Japan pharma sales at ¥1,768.1 Billion (-1.6% YoY) in the 1Q of FY 2017.
- Among top-25 companies - sales ratio of Japanese Companies to Foreign Companies was ~57:43. Total sales of Japanese Companies among top-25 companies was ¥1,011.2 Billion (5.4% YoY), while for Foreign Companies was ¥756.8 Billion (-9.62% YoY) for the period.
- Among top-25 companies – **Mochida** and **Sawai** were two new additions, replacing **Tsumura** and **Gilead** from the list. **Mochida** (¥31.6 Billion, 21% YoY) join the list backed by contribution from **Tramcet** (¥ 7.1 Billion, ~300% YoY). **Sawai** (¥ 31.5 Billion, ~9% YoY) is the second generic company in the list after **Nichi-Iko** (¥40.3 Billion, ~9% YoY) indicating continued growth of generics market in Japan.
- **Gilead** (¥29.1 Billion, -69% YoY) lost its position from top-25 companies and plunged to 28th position as sales of its mainstay products Harvoni and Sovaldi dropped.