



Hisamitsu Pharmaceutical Co., Inc.

Q2 FY02/2010 Results

This presentation material contains information that constitutes forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in the forward-looking statements as a result of various factors including changes in material circumstances.

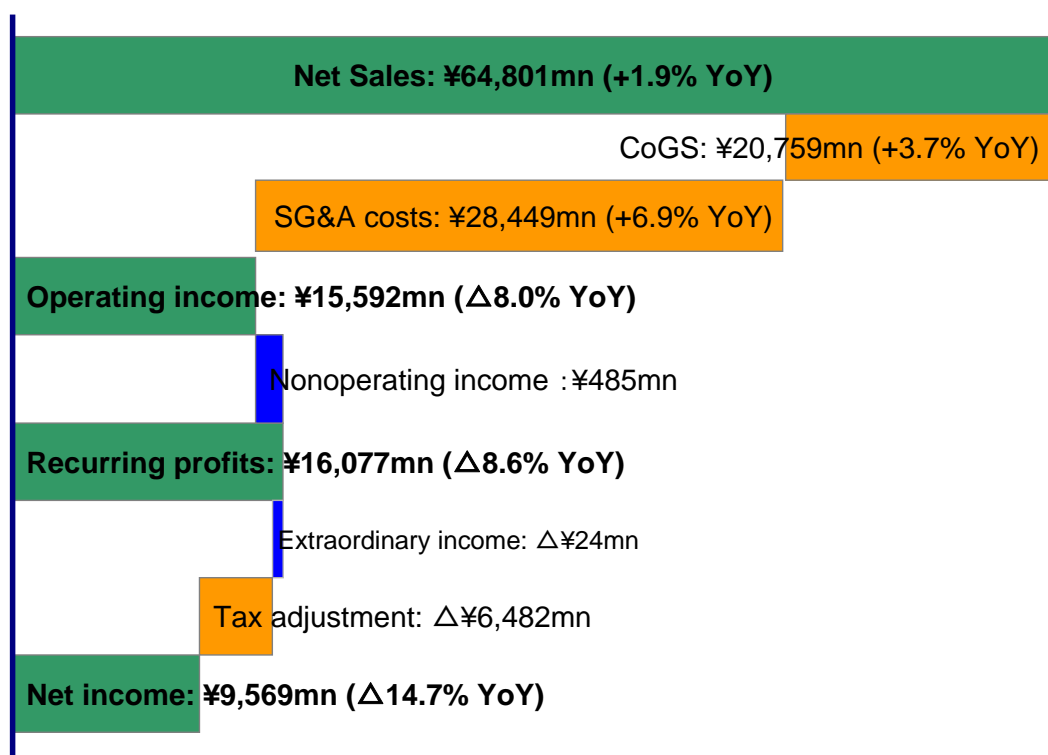
Sep 30th, 2009

Patch and Care of People around the World

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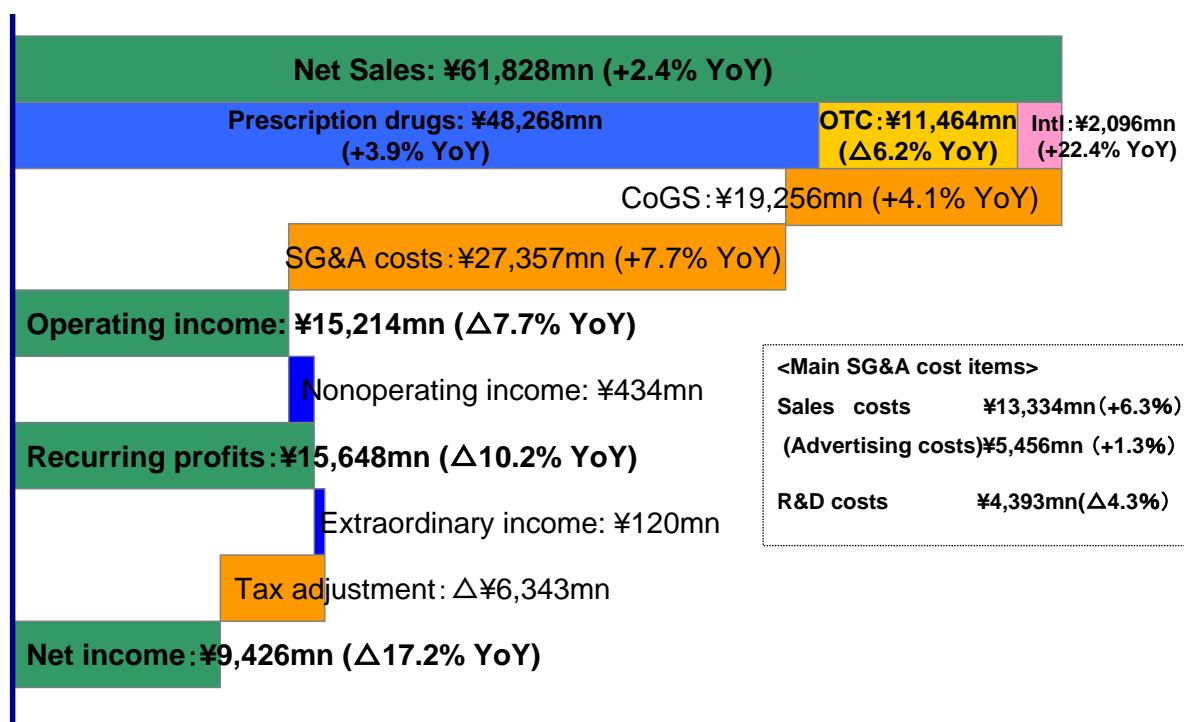
Consolidated P/L



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(Unit: ¥mn)

Total up to Second Quarter (March - August)	Q2FY2/10	YoY change (%)	FY2/10 Target	Targeted YoY increase
Mohrus Tape	37,735	+ 6.3%	76,350	+ 6.2%
Mohrus Pap	5,839	Δ 7.3%	11,200	Δ 6.6%
Naboal	1,151	+ 14.3%	2,000	Δ 0.2%
Estlana	492	+ 72.6%	900	+ 19.8%
Inside Pap	432	Δ 16.4%	800	Δ 16.1%
Salonpas	3,399	Δ 7.6%	7,200	+ 2.1%
Salonsip	2,079	Δ 11.3%	3,450	Δ 12.1%
Air-Salonpas	1,100	Δ 31.4%	1,900	Δ 6.2%
Butenalock	1,258	Δ 9.4%	2,100	Δ 17.1%
Feitas	2,089	Δ 0.7%	5,200	+ 18.9%

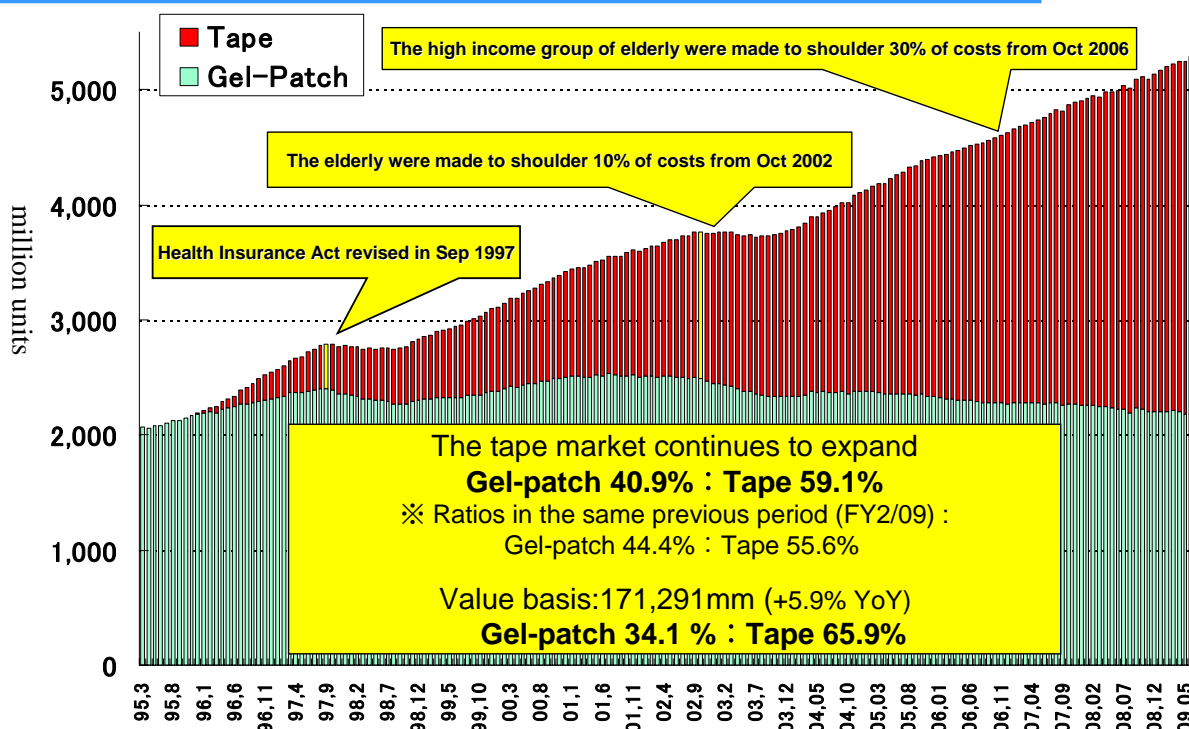
- **Sales : + ¥1,441 million**
 - Prescription drugs Dept :
 - Mohrus Tape Group up (+ ¥2,243 million)
 - Mohrus Pap Group down (- ¥408 million)
 - OTC Dept :
 - - ¥480 million as a result of leveling off the current stockpile
 - - ¥504 million due to the dwindling effect of Air Salonpas Group as a new product
 - + ¥540 million in the sales of Coleston and FeitasZ

- **Sales Management Cost : + ¥1,955 million**
 - + ¥1,081 million in personnel expenses due to the increased detail men
 - + ¥712 million in sales promotion expenses for addressing competitive products
 - + ¥239 million due to a necessitated increase in the reserve fund for retirement allowance

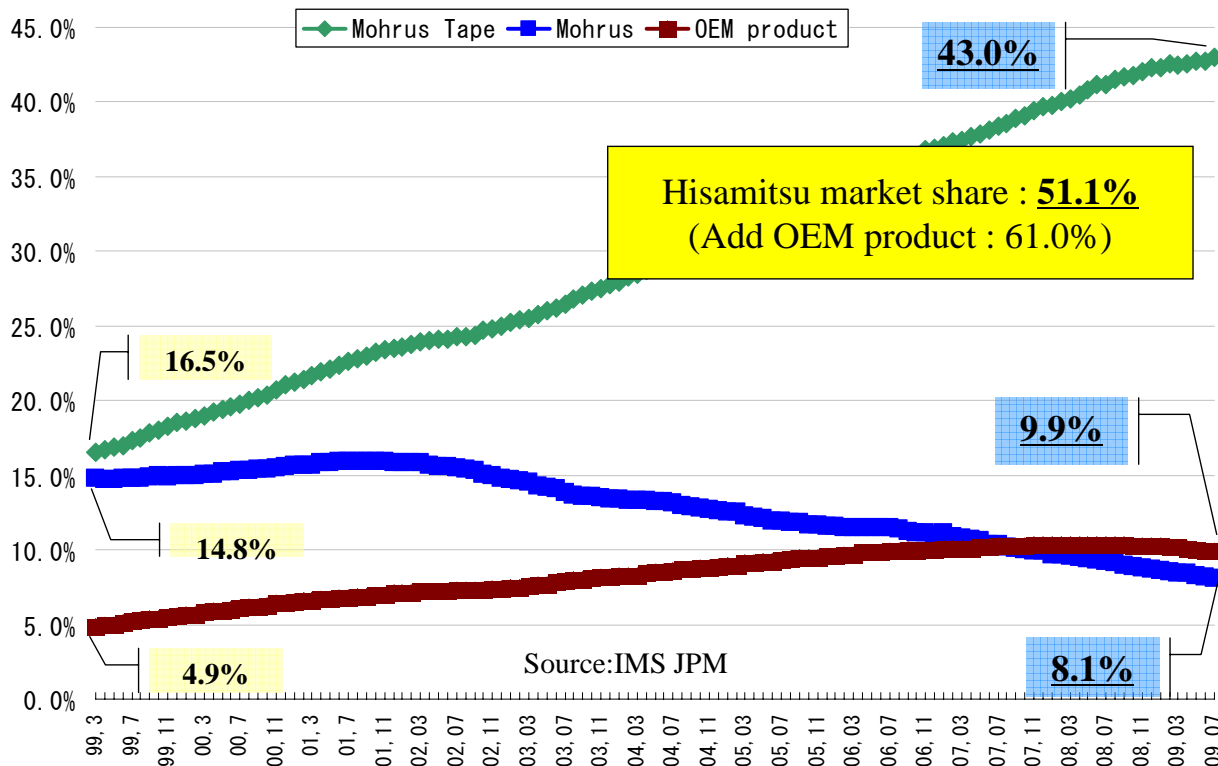
Notes : Factors for increasing the sales cost are now under investigation.

The second generation anti-inflammatory analgesic patches market in Japan (Quantity)

Source:IMS JPM



Domestic market share



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R&D Pipeline

Stage	Theme	Country	Dosage form	Characteristics	Next step
Filed	HFT-290	J	Patch	Alleviation of cancer-related pains	Planned approval in FY09
Filed	KPT-220	J	Patch	Relieving pains caused by rheumatoid arthritis	Planned approval in FY09
Filed	BTDS	J	Patch	Alleviation of non-cancerous pains	Planned approval in FY10
Filed	HFG-512	US	Patch	Alleviation of chronic pains ranging from moderate and acute degrees	Nondisclosure of information
P III	HKT-500	US	Patch	Alleviation of joint pains, lumbago and muscle pains	Filed in FY11
P III (in preparation)	HTU-520	J	Patch	Onychomycosis	P III in FY10
P III (in preparation)	HOB-294	J	Patch	Overactive bladder	P III in FY10
P III (in preparation)	Mesafem	US	Oral	Hot flush	P III in FY09

* Yellow-highlighted parts are changes from the previous announcement made on June 30.

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Progress Status (domestic)

- KPT-220 (for rheumatoid arthritis, domestic)
 - Change: Approval expected in FY2010 → Approval expected in FY2009
 - Reason: Approval within FY2009 looks more likely in view of the regulatory review status confirmed in Sep. 2009.

- HTU-520 (for onychomycosis, domestic)
 - Change: Development status (PII) → PII completed (PIII in preparation)
 - Result of PII study: There were some further differences observable between the active substance and placebo groups regarding the main items for evaluation.
 - Hereafter: P.III study to be started in FY2010 and completed in FY2013.

- HOB-294 (for Overactive bladder, domestic)
 - Change: Development status (PII) → PII completed (PIII in preparation)
 - Result of PII study: There were statistically significant differences observable between the active substance and placebo groups regarding the main items for evaluation.
 - Hereafter: P.III study to be started in FY2010 and completed in FY2013.

Progress Status (overseas)

- Mesafem (for hot flush, overseas)
 - Characteristics:
A non-hormonal preparation for the treatment of hot flush in menopausal and post-menopausal women, the number of targeted patients in the U.S.: 23 million.
 - Result of P.II study: There were statistically significant differences observable between the active substance and placebo groups regarding the main items for evaluation. (Jul. 14, 2009)
 - Hereafter: P.III study to be started in 2009 and completed in 2011.

Regarding how the acquisition of Noven would affect our consolidated business achievement

Consolidated Financial Statements Planned (Noven)

- An assessment is under way regarding the prices of Noven's goodwill, etc., so our second quarter business prospect does not contain anything about Noven.

	B/S	P/L
Q2 FY02/2010	End of Jun. (Temporary consolidation)	Not consolidated yet
Q3 FY02/2010	End of Sep.	Consolidated in Sep. alone
Q4 FY02/2010	End of Dec.	Consolidated from Sep. to Dec. (4 months)

Note: the consolidation plan may partially change depending on the progress of the above-mentioned assessment.

“Improving Quality of Life (QOL) for People in the World”

Sep 30th, 2009

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