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Securities Code: 4569, TSE 1st Sec.

Release of Eklira[®]Genuair[®], a treatment for COPD

TOKYO, Japan (May 20, 2015) — Kyorin Pharmaceutical Co., Ltd. (“Kyorin”) (Head office: Chiyoda-ku, Tokyo, President: Mitsutomo Miyashita), a wholly owned subsidiary of KYORIN Holdings, Inc., released today Eklira[®] 400 µg Genuair[®] 30 inhalations, a treatment for COPD. The product received marketing authorization from the Ministry of Health, Labour and Welfare in March 2015.

This product is a new long-acting anticholinergic inhalation medicine containing Acclidinium Bromide as the active ingredient. It is a type of treatment for COPD that uses a novel dry powder inhaler Genuair[®] with improved operability.

Eklira[®] Genuair[®] has the following characteristics:

- (1) Genuair[®] (inhaler) is easy to operate and allows a user to confirm that inhalation has been properly completed.
- (2) Twice-daily administration of Genuair[®] improves day-long respiratory function. It also helps to alleviate clinical symptoms and improve QOL, inhibiting aggravation.
- (3) Genuair[®] rapidly decomposes into an inactive metabolite in the blood.

Kyorin has been pursuing the Franchise Customer Strategy under which it focuses its marketing efforts on the respiratory, ear-nose-throat and urology fields. It has added Eklira[®] Genuair[®] to the line-up of its priority area of respiratory products, and is determined to contribute to better care for COPD patients by continuously providing up-to-date information, and ensuring the rapid dissemination of this information in the market.

We expect sales of the drug in the initial year to reach about several hundreds of million yen. The sales of the drug is factored in consolidated forecast for the fiscal year ending March 31 2016.

■About 「Eklira[®] Genuair[®]」

Brand name	: Eklira [®] 400µg Genuair [®] 30 inhalations
Active ingredient	: Acclidinium Bromide
Indication	: Relief from symptoms arising from respiratory tract obstruction in COPD patients (chronic bronchitis, pulmonary emphysema)
Dosage and administration	: Adults should use Eklira [®] Genuair [®] (400µg Acclidinium Bromide) 2 times per day (1 inhalation per application).
NHI price	: ¥ 3,150.90 per an inhaler (Eklira [®] 400µg Genuair [®] 30 inhalations)
Date of Drug Price Listing	: May 20, 2015
Date of Launch in Japan	: May 20, 2015

〈New product photo〉



■About COPD

COPD (chronic obstructive pulmonary disease) is an inflammatory disease of the lung(s), and may be caused by extended exposure to cigarette smoke and other hazardous substances. COPD gives rise to progressive airflow obstruction, and is characterized respiratory difficulties on exertion, a chronic and sustained cough, breathlessness, and sputum. In recent years, an increase in the number of patients has been noted around the world, including in Japan and it is estimated that there are more than five million COPD patients in Japan¹, claiming more than 16,000 lives annually, which makes COPD the *ninth* leading *cause of death*². With the number of deaths caused by COPD expected to increase sharply in the future, measures to address the impact of smoking on health have also been recognized as an important issue in the MHWL's "Health Japan 21" initiative.

1 Source : Fukuchi Y, : NICE study. 2001;

2 Source : MHLW Vital Statistics 2013