



# Hisamitsu Pharmaceutical Co., Inc.

## Q1 FY02/2009 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.

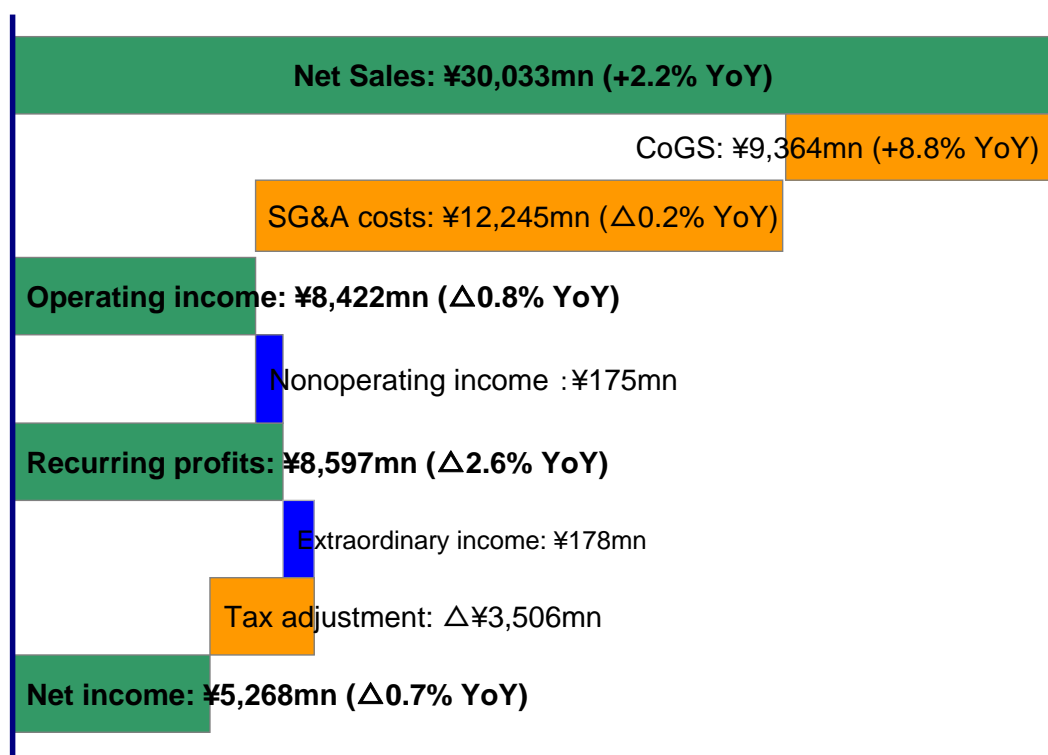
Jul 1st, 2008

Patch and Care of People around the World

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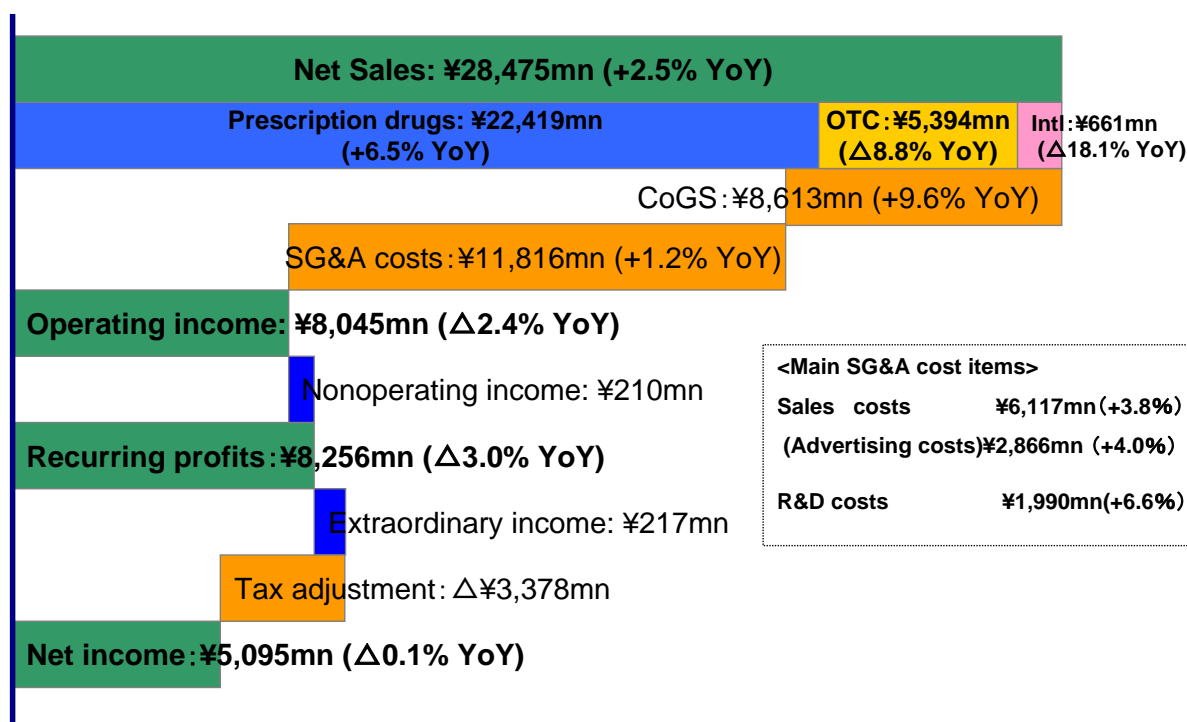
## Consolidated P/L



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(Unit: ¥mn)

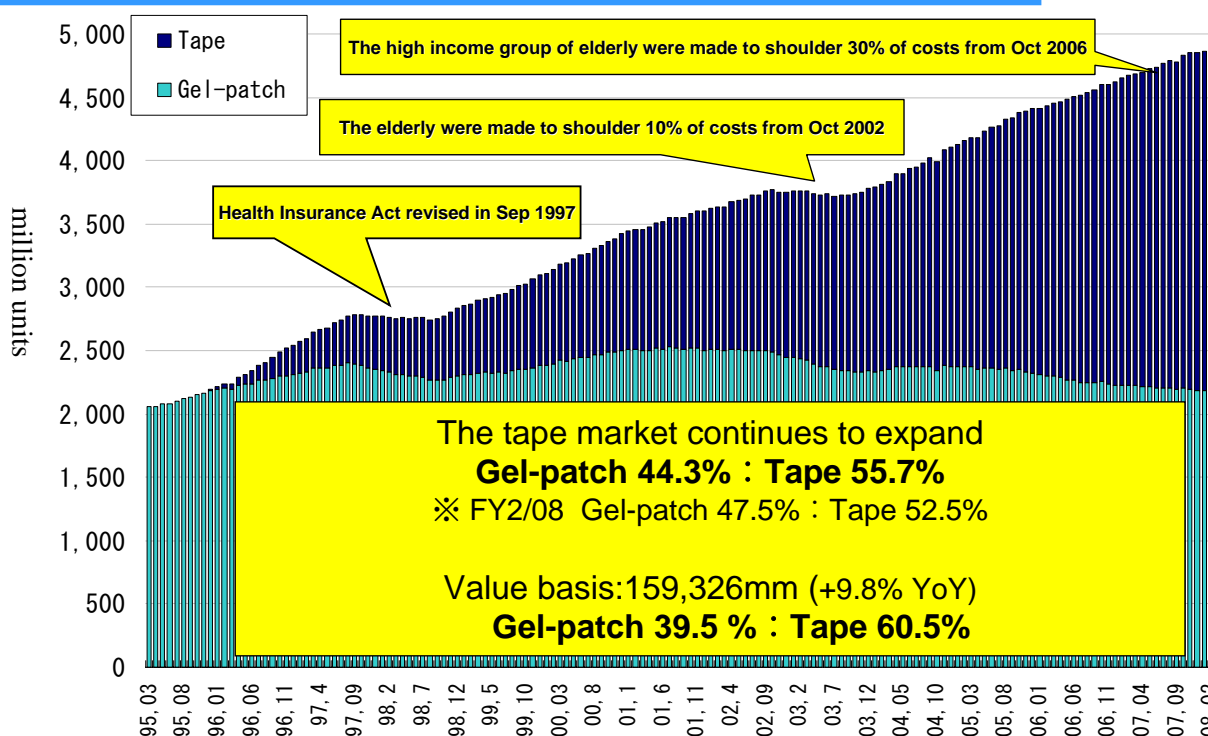
	Q1FY2/09	YoY change (%)	FY2/09 Target	Targeted YoY increase
Mohrus tape	17,101	+ 11.0%	71,500	+ 9.5%
(Mohrus Tape L)	7,067	+ 27.4%	30,500	+ 20.9%
Mohrus	3,025	Δ 6.5%	12,500	Δ 3.7%
Naboal	478	Δ 12.1%	2,000	Δ 3.5%
Inside Pap	261	Δ 13.3%	850	Δ 26.6%
Salonpas	1,348	Δ 14.7%	7,200	+ 4.3%
Salonsip	908	Δ 19.1%	4,200	+ 0.3%
Air-Salonpas	783	+ 58.5%	1,800	+ 2.2%
Butenalock	950	Δ 7.0%	2,600	+ 1.6%
Feitas	834	Δ 24.0%	4,500	+ 11.3%

# Summary of Profit and Loss (Y o Y)

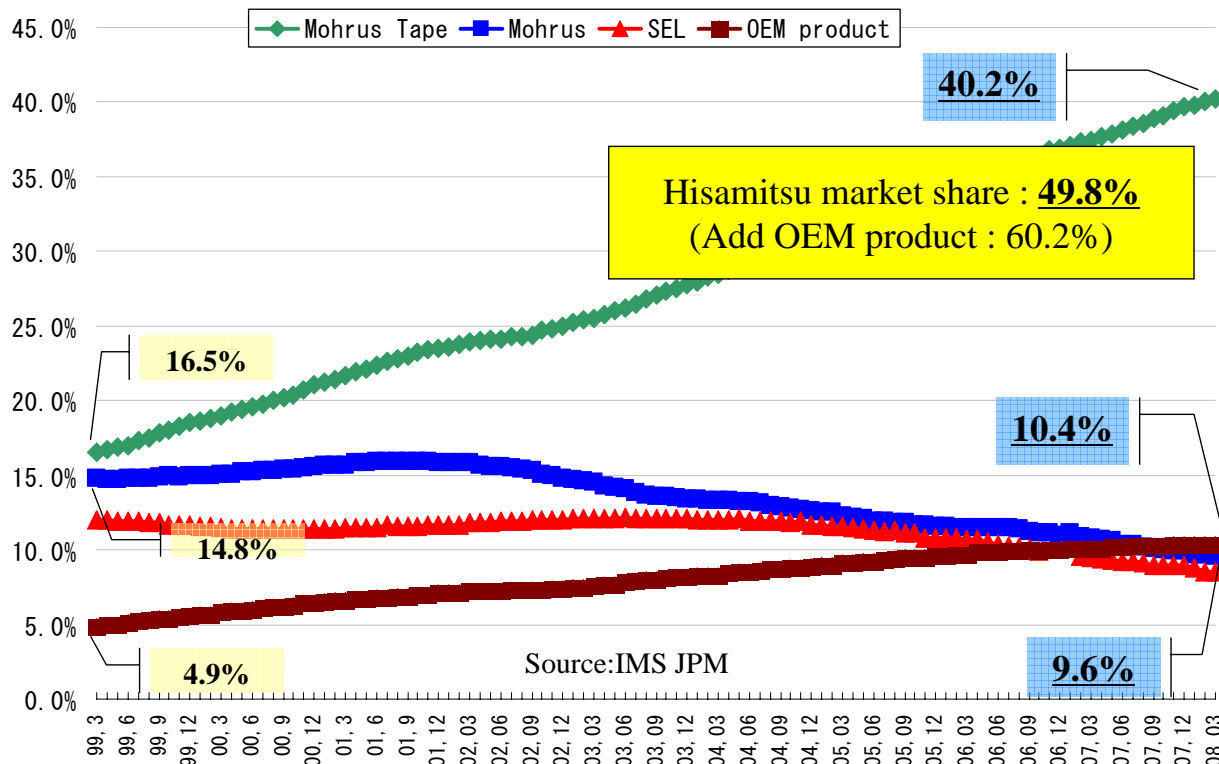
- **Sales : +2.5%**
  - Rx Business Div.: Favorable transition of sales of Mohrus Tape and Mohrus Tape L
  - OTC Business Div.: First generation anti-inflammatory analgesic products are affected by tough competition and shrinkage of its market
  - International Div.: Transient influence due to change of shipping time
  
- **Cost of sales : +1.9%**
  - National Health Insurance price reduction rate of hisamitsu : 3.9%  
⇒ Influence on cost of sales ratio : +0.9%
  - New plants operation at Tosu factory ( November 2007 ~ ), new production line operation for FS-67 approved by U.S.FDA, change of depreciation rule  
⇒ Influence on cost of sales ratio : +1.0%
  
- **Sales management expense : +1.2%**
  - Advertisement cost ⇒ Sponsorship for sporting events : +100 million yen
  
- **Extraordinary balance**
  - Extraordinary income ⇒ Return of the reserve for retirement benefits : +170 million yen

## 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	SG-01 (Brand name: Caresheet)	J	Patch	Bedsore, etc. (Medical equipment)	Planned approval in FY08
Filed	HFG-512	US	Patch	Alleviation of moderate to severe chronic pain	Planned approval in FY08
Filed	KPT-220 (Additional indication for Mohrus Tape)	J	Patch	Relief of pain in rheumatoid arthritis	Planned approval in FY08
Filed	HFT-290	J	Patch	Alleviation of cancer pain	Planned approval in FY09
Filing being prepared	Norspan (obtained exclusive sales rights in Japan from Mundipharma K.K.)	J	Patch	Alleviation of non-cancer pain	Filed in FY08
P III	HKT-500 (US development of Mohrus Tape)	US	Patch	Short term management of mild to moderate localized pain	Filed in FY10
P II	HTU-520	J	Patch	Tinea unguium	P III in FY10

\* Yellow-highlighted parts are changes from the previous announcement made on April 8.

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

Jul 1st, 2008

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