



Hisamitsu Pharmaceutical Co., Inc.

Q3 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.

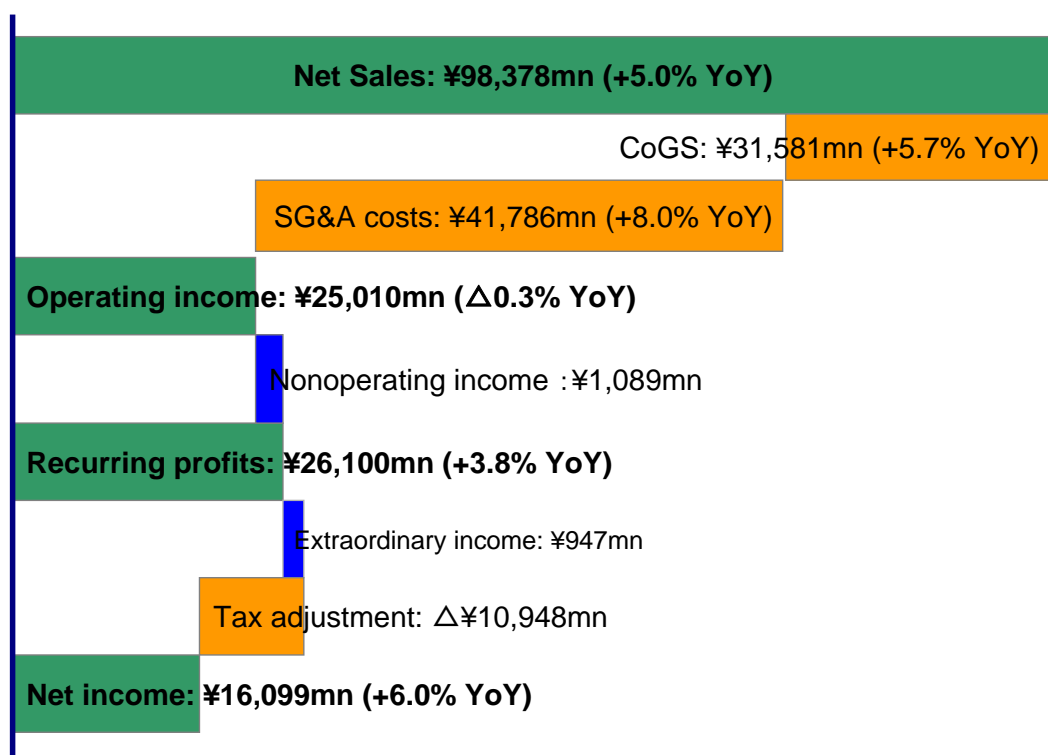
Jan 8th, 2010

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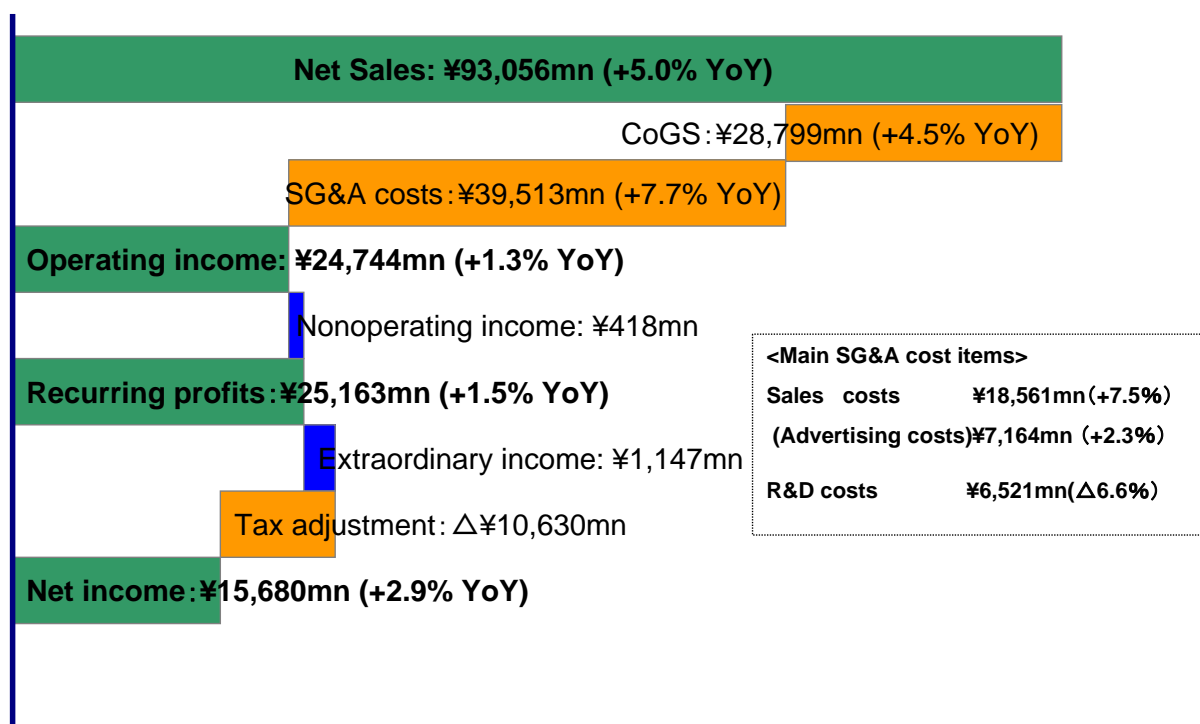
Consolidated P/L



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Sales according to section

(Unit: ¥mn)

Total up to Third Quarter (March – November)	Q3FY2/10	YoY change (%)	FY2/10 Target	Targeted YoY increase
Prescription drugs Dept	73,820	106.2%	96,700	104.2%
OTC Dept	16,225	97.4%	21,700	100.1%
International Dept	3,010	120.9%	4,000	108.2%
Total	93,056	105.0%	122,400	103.6%

* The target doesn't contain the influence of the purchase of the Noven Pharmaceuticals, Inc.

Sales according to section (break down)

(Unit: ¥mn)

	Prescription drugs Dept	OTC Dept	International Dept	Total
Q1 (MAR-MAY)	22,242	5,696	955	28,893
Q1 YoY change (%)	99.2%	105.6%	144.5%	101.5%
Q2 (JUN-AUG)	26,026	5,768	1,141	32,935
Q2 YoY change (%)	108.3%	84.4%	108.6%	103.2%
Q3 (SEP-NOV)	25,552	4,762	924	31,229
Q3 YoY change (%)	110.8%	107.4%	117.6%	110.4%
Q1+Q2+Q3 (MAR-NOV)	73,820	16,225	3,010	93,056
Q1+Q2+Q3 YoY change (%)	106.2%	97.4%	120.9%	105.0%

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Core product sales

(Unit: ¥mn)

Total up to Third Quarter (March - November)	Q3FY2/10	YoY change (%)	FY2/10 Target	Targeted YoY increase
Mohrus Tape	58,060	+ 8.6%	76,350	+ 6.2%
Mohrus Pap	8,852	△ 4.0%	11,200	△ 6.6%
Naboal	1,691	+ 13.1%	2,000	△ 0.2%
Estlana	755	+ 46.6%	900	+ 19.8%
Inside Pap	655	△ 12.3%	800	△ 16.1%
Salonpas	5,058	△ 3.9%	7,200	+ 2.1%
Salonsip	2,970	△ 4.2%	3,450	△ 12.1%
Air-Salonpas	1,436	△ 22.7%	1,900	△ 6.2%
Butenalock	1,299	△ 8.5%	2,100	△ 17.1%
Feitas	3,172	△ 8.1%	5,200	+ 18.9%

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Core product sales (break down)

	Mohrus Tape	Mohrus Pap	Naboal	Estlana	Inside Pap
Q1 (MAR-MAY)	17,377	2,661	554	232	205
Q1 YoY change (%)	+1.6%	△12.0%	+15.9%	+79.8%	△21.5%
Q2 (JUN-AUG)	20,358	3,232	597	260	227
Q2 YoY change (%)	+10.7%	△1.3%	+12.9%	+66.7%	△11.3%
Q3 (SEP-NOV)	20,325	2,959	540	263	223
Q3 YoY change (%)	+13.2%	+1.3%	+10.7%	+14.3%	△3.0%
Q1+Q2+Q3 (MAR-NOV)	58,060	8,852	1,691	755	655
Q1+Q2+Q3 YoY change (%)	+8.6%	△4.0%	+13.1%	+46.6%	△12.3%
	Salonpas	Salonsip	Air-Salonpas	Butenalock	Feitas
Q1 (MAR-MAY)	1,543	1,016	561	1,032	946
Q1 YoY change (%)	+14.5%	+11.9%	△28.4%	+8.6%	+13.4%
Q2 (JUN-AUG)	1,856	1,063	539	226	1,143
Q2 YoY change (%)	△20.3%	△26.0%	△34.3%	△48.5%	△9.9%
Q3 (SEP-NOV)	1,659	891	336	41	1,083
Q3 YoY change (%)	+4.7%	+18.0%	+32.8%	+36.7%	△30.5%
Q1+Q2+Q3 (MAR-NOV)	5,058	2,970	1,436	1,299	3,172
Q1+Q2+Q3 YoY change (%)	△3.9%	△4.2%	△22.7%	△8.5%	△8.1%

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Summary of Profit and Loss (Y o Y)

- **Sales : + ¥4,392 million**
 - Prescription drugs Dept :
 - Mohrus Tape Group up (+ ¥4,613 million)
 - Mohrus Pap Group down (- ¥369 million)
 - OTC Dept :
 - - ¥421 million due to the dwindling effect of Air Salonpas Group as a new product
 - - ¥278 million due to the dwindling effect of Feitas Group as a new product
 - + ¥569 million in the sales of Coleston
- **Sales Management Cost : + ¥2,837 million**
 - + ¥1,530 million in personnel expenses due to the increased detail men
 - + ¥1,135 million in sales promotion expenses for addressing competitive products
 - + ¥358 million due to a necessitated increase in the reserve fund for retirement allowance

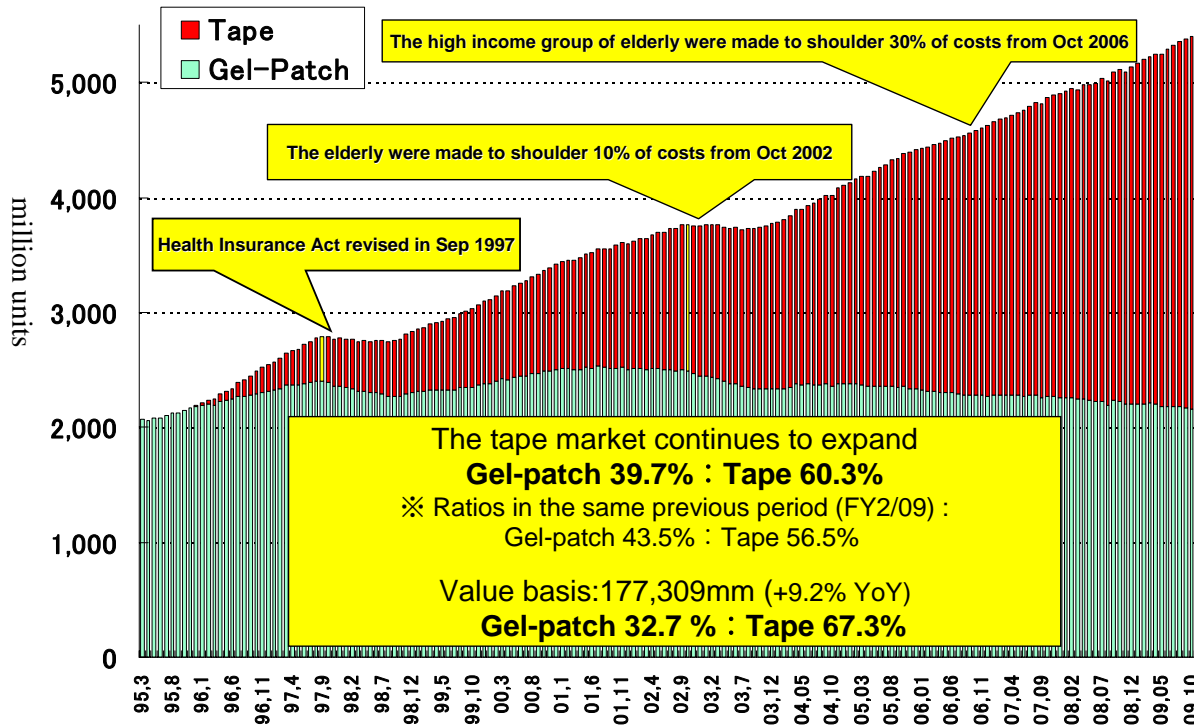
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The second generation anti-inflammatory analgesic patches market in Japan (Quantity)

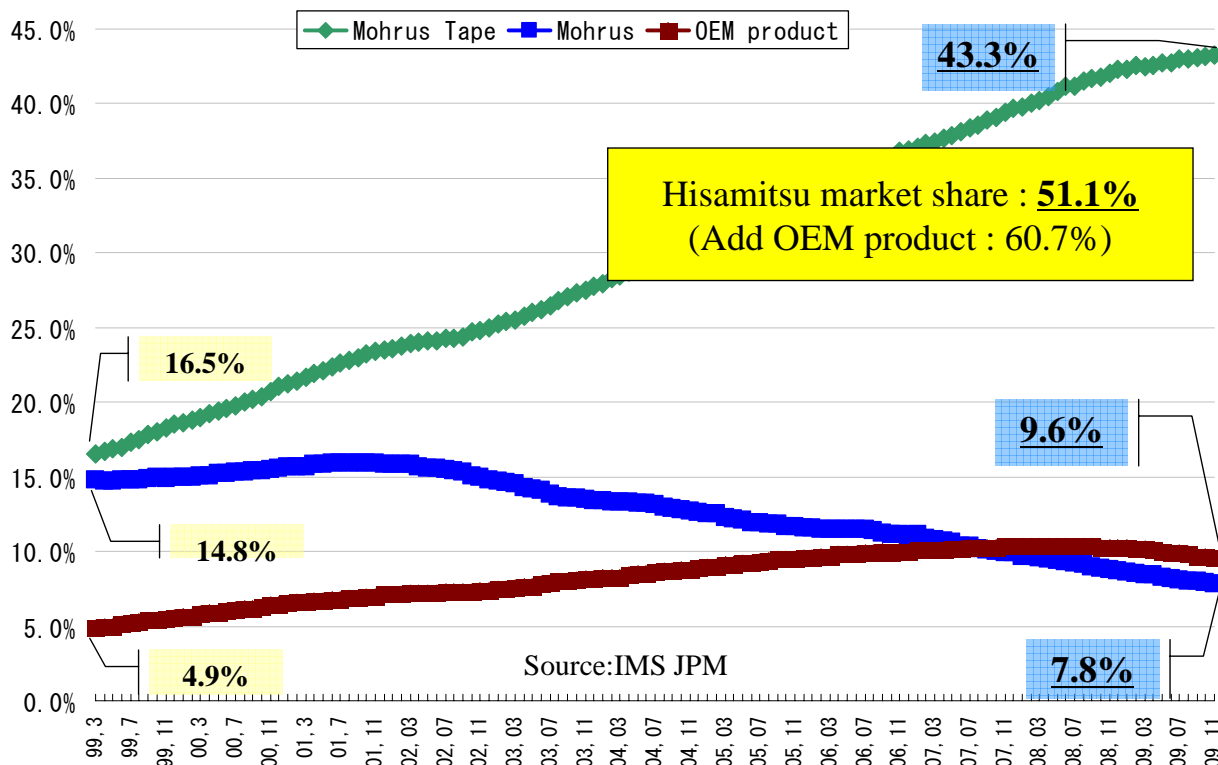
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Domestic market share



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Stage	Theme	Country	Dosage form	Characteristics	Next step
Approval	HFG-512	US	Patch	Alleviation of chronic pains ranging from moderate and acute degrees	-
Approval	KPT-220	J	Patch	Relieving pains caused by rheumatoid arthritis	-
Filed	HFT-290	J	Patch	Alleviation of cancer-related pains	Planned approval in FY10 (1H FY10)
Filed	BTDS	J	Patch	Alleviation of non-cancerous pains	Planned approval in FY10
PⅢ	HKT-500	US	Patch	Alleviation of joint pains, lumbago and muscle pains	Filed in FY11
PⅢ (in preparation)	HTU-520	J	Patch	Onychomycosis	PⅢ in FY10
PⅢ (in preparation)	HOB-294	J	Patch	Overactive bladder	PⅢ in FY10
PⅢ (in preparation)	Mesafem	US	Oral	Hot flush	PⅢ in FY09

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

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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 FY02/2010 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”

Jan 8th, 2010

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