May 24, 2013

Announcement of listing on the NHI drug price standard and marketing of NEOXY® Tape 73.5 mg, transdermal overactive bladder treatment medication

Hisamitsu Pharmaceutical Co., Inc., (Head office: Tosu city, Saga Prefecture, Japan; President & CEO: Hirotaka Nakatomi; hereinafter referred to as Hisamitsu) and Asahi Kasei Pharma Corp. (Head office: Chiyoda-ku, Tokyo, Japan; President: Toshio Asano; hereinafter referred to as Asahi Kasei) are announcing that NEOXY® Tape 73.5 mg, a transdermal overactive bladder treatment medication, for which Hisamitsu received approval for manufacturing and marketing in March 2013, has been listed on the National Health Insurance (NHI) drug price standard as of today. In addition, the launch of the product is scheduled on June 27, 2013.

Based on a contract for joint sales in Japan entered into by Hisamitsu and Asahi Kasei in December 2012, Hisamitsu will manufacture this product, and Hisamitsu and Asahi Kasei will jointly sell this product under the trade name NEOXY® Tape 73.5 mg.

Hisamitsu and Asahi Kasei are committed to further improving the quality of life of patients who suffer from overactive bladders by providing information on the proper uses of this product.

Reference:

Trade name	NEOXY® Tape 73.5 mg
Active pharmaceutical ingredient	Oxybutynin hydrochloride
Indication	Urinary urgency, frequent urination, and urge urinary incontinence caused by overactive bladders
Dose and Administration	Usually apply one sheet (73.5 mg of oxybutynin hydrochloride) once a day on the lower abdomen, lower back, or thigh of an adult and replace every 24 hours.
Packaging	70 sheets (1 sheet/pack × 70), 280 sheets (1 sheet/pack × 280)
NHI drug price	189.40 yen/sheet
Date of approval for manufacturing and marketing	March 25, 2013
Date of NHI drug price listing	May 24, 2013
Date of initial marketing in Japan	June 27, 2013 (scheduled)
Manufactured and distributed by	Hisamitsu Pharmaceutical Co., Inc.
Distributed by	Asahi Kasei Pharma Corp.