



**LORCASERIN MEETS PRIMARY ENDPOINT AND CONFIRMS
PROOF-OF-CONCEPT AS POTENTIAL AID FOR SMOKING CESSATION IN
INVESTIGATIONAL PHASE II CLINICAL STUDY**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that in a Phase II clinical study investigating the serotonin 2C receptor agonist lorcaserin hydrochloride (U.S. brand name: BELVIQ®; “lorcaserin”) as a potential aid for smoking cessation conducted by Arena Pharmaceuticals, Inc. (Headquarters: California, United States; President & CEO: Jack Lief, “Arena”) and its U.S. subsidiary Eisai Inc., lorcaserin demonstrated a statistically significant increase in the study’s primary endpoint of continuous quit rate compared to placebo, thus confirming proof-of-concept. The results of this study are the first clinical evidence that a selective serotonin 2C agonist has a potential as a treatment for smoking cessation. Detailed results of the study are expected to be presented at an upcoming scientific meeting.

The study was a randomized, double-blind, placebo-



Media Inquiries:
Public Relations Department,
Eisai Co., Ltd.
+81-(0)3-3817-5120

[Notes to editors]

1. About Smoking in the United States

According to the US Department of Health and Human Services, the epidemic of smoking-caused disease in the 20th Century ranks among the greatest American public health catastrophes. In the United States, more than 40 million adults smoke, resulting in smoking attributable economic costs estimated for the years 2009-2012 to be approximately \$300 billion. In 2014, nearly 500,000 American adults who smoke are expected to die prematurely. Smoking is also a global issue that results in more than 5 million deaths worldwide per year.

2. About Lorcaserin Hydrochloride (U.S. brand name: BELVIQ)

Lorcaserin hydrochloride ("lorcaserin") was approved in June 2012 by the U.S. Food and Drug Administration (FDA) as an adjunct to a reduced-calorie diet and increased physical activity for chronic weight management in adult patients with an initial body mass index (BMI) of 30 kg/m² or greater (obese) or 27 kg/m² or greater (overweight) in the presence of at least one weight-related co-morbid condition, and was launched in the United States in June 2013 after receiving a final scheduling designation from the U.S. Drug Enforcement Administration (DEA). Discovered and developed by Arena Pharmaceuticals, Inc., lorcaserin is a new chemical entity that is believed to decrease food consumption and promote satiety by selectively a