



1 October 2013

SBI Holdings, Inc.

SBI Pharmaceuticals Co., Ltd.

SBI ALApromo Co., Ltd.

**Notice on Use of SBI Pharmaceuticals' 5-ALA in Eisai's New Product**

The SBI Group researches and develops pharmaceuticals, health foods and cosmetics using 5-aminolevulinic acid ("5-ALA"\*) at SBI Pharmaceuticals Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao; "SBI Pharmaceuticals"), a subsidiary of SBI Holdings, Inc. We are pleased to announce that 5-ALA is contained in the health food "Bi Choccola Enrich," which Eisai Co., Ltd. has launched recently.

With regard to the SBI Group's 5-ALA business, SBI Pharmaceuticals is continuing R&D on 5-ALA as a cosmetic ingredient. Up until now, SBI Pharmaceuticals has independently developed health foods that contain 5-ALA, including "NatuALA-Bio" (<http://www.5-ala.jp/shop/c/c101/>), "NatuALA-BCAA" (<http://www.5-ala.jp/shop/c/c103/>) and "ALAPlus GOLD" (<http://www.5-ala.jp/shop/c/c104/>) and sold them through both the "ALA Online" (<http://www.5-ala.jp/shop/>), a website of sales company SBI ALApromo Co., Ltd., and the sales agents nationwide.

Recently, the effect of 5-ALA as a cosmetic ingredient has been attracting attention, and the new ALA product "Bi Choccola Enrich" has been developed in collaboration between SBI Pharmaceuticals and Eisai Co., Ltd. 5-ALA contained in "Bi Choccola Enrich," which is launched by Eisai Co., Ltd., is evaluated as an ingredient that women want to get to stay looking young for as long as possible.

SBI Pharmaceuticals will continue to explore various possibilities of utilizing 5-ALA and conduct R&D on it, hoping to contribute to the health of as many people as possible in the world.

\* 5-aminolevulinic acid (5-ALA): An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. 5-ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants

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