

In Europe, the Middle East and Africa, Astellas has an expansive business platform, selling products in around 70 countries through more than 20 sales subsidiaries and external distributors.

Our strategic priorities are to expand the urology franchise, sustain the transplantation business, and quickly establish a business platform in the oncology field. In fiscal 2013, we continued to achieve growth in the OAB franchise combining Vesicare and BETMIGA as we worked to develop a sales organization in preparation for the launch of XTANDI.

The business environment is being reshaped by various trends including the increasing importance of economic assessments in determining drug reimbursement prices, as well as more stringent policies to curb medical expenditures in line with fiscal austerity measures. Meanwhile, emerging markets continue to expand.

We will respond flexibly to these changes in the environment and ensure that we seize on opportunities to expand business with the aim of driving sustained growth.



**Ken Jones**  
President and CEO, EMEA Operations

### Sales of Major Products

(€ million)

		2013.3	2014.3		2015.3 (Forecast)
		J-GAAP	J-GAAP	IFRS	IFRS
Sales in EMEA		1,834	↑ 1,990	1,967	↑ 2,183
Treatment for the functional symptoms associated with benign prostatic hyperplasia	Omnic, Omnic OCAS (Harnal)	181	↓ 177	176	↓ 162
	Sales by Astellas	144	↑ 145	144	↓ 133
	Bulk and Royalties	37	↓ 32	32	↓ 29
Immunosuppressant	Prograf and Advagraf (Incl. exports to third parties)	577	↓ 568	565	↓ 536
	Sales by Astellas	537	↓ 530	527	↓ 510
	Exports to third parties	40	↓ 38	38	↓ 26
OAB treatment	Vesicare	281	↑ 317	303	↑ 307
OAB treatment	BETMIGA (Launched in February 2013)	0	↑ 15	15	↑ 66
Treatment for atopic dermatitis	Protopic	43	↑ 53	52	↑ 53
Candin-type antifungal agent	MYCAMINE	56	↑ 65	64	↑ 72
Advanced prostate cancer treatment	Eligard	140	↓ 139	136	↑ 149
Prostate cancer treatment	XTANDI (Launched in July 2013)	—	↑ 71	70	↑ 190
Peripheral neuropathic pain treatment	Qutenza	8	↑ 11	11	
Anti-infective agent	DIFICLIR		10	9	

### Sales of Mainstay Products

(€ million)

