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Lotus Pharma buys Cialis (Tadalafil) in Taiwan from Lilly for $57.5M

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Lotus's Board of Directors approves the asset acquisition of Lilly's Cialis for $57.5 million



Lotus Pharmaceuticals has acquired trademark, marketing authorization, and manufacturing know-how of Tadalafil 2.5mg, 5mg, 10mg and 20mg under the brand name of Cialis in Taiwan for $57.5 million from Eli Lilly and Company. Immediately upon closing the transaction, the company will take over the Cialis business. The completion of this transaction is subject to customary closing conditions.

Tadalafil is indicated for the treatment of erectile dysfunction and benign prostatic hyperplasia, and Cialis is positioned as the top 2 brand product for erectile dysfunction treatment with high brand loyalty.

According to IQVIA data, the total sales of Cialis in Taiwan for the last 12 months as of December 31, 2021 were approximately $15.7 million. The Company believes the majority of Cialis sales are driven by drugstore channel.

Cialis is the 2nd largest brand by revenue in Taiwan indicated for erectile dysfunction with very high brand loyalty. The acquisition will accelerate Lotus's growth and sets a very strong foundation for entry in the high growth drugstore channel.