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To the Press
Press Release
June 7, 2021

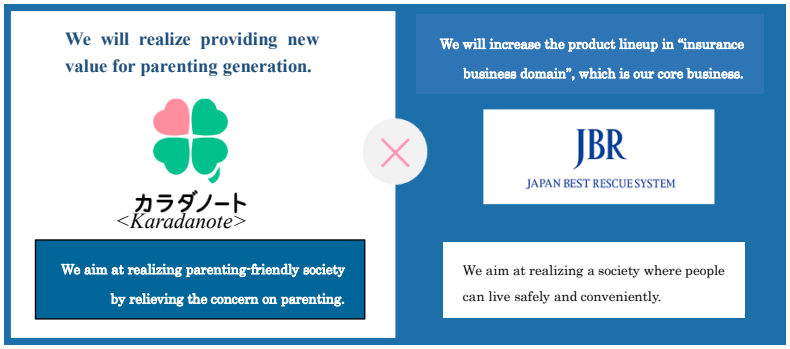
JBR JAPAN BEST RESCUE SYSTEM
カラダノート
<Karadanote>

We shall start developing insurance product covering “postpartum depression” and “infertility risk for the second child”, which will be the first case in Japan

～to realize parenting-friendly society by supporting each other among mothers～

Karadanote Co., Ltd. (Minato-ku, Tokyo, Representative Director: Mr. Tatsuya Sato, hereinafter called “Karadanote”), a business development company with corporate vision of “supporting the health of family members and making them happy”, shall support the life of wellness physically and mentally as an assistant for all people facing with family, and Japan Best Rescue System Co., Ltd., engaged in providing service for solving comprehensive daily life troubles (Nagoya City, Representative Director: Mr. Nobuhiro Sakakibara, hereinafter called “JBR”) have agreed on concluding comprehensive business alliance partnership on development of post-payment type insurance covering postpartum depression and infertility risk for the second child, which is the first case in Japan.

Background of business alliance partnership



JBR group with management philosophy of “We help people in need” has been providing many secure and comfortable services which are appreciated by the customers. Moreover, in our insurance business segment, we have enforced growth strategy to develop new market and new product commencing with “Household Insurance for Apartments”, existing home contents insurance.

On the other hand, Karadanote has believed that it is essential to enhance the quality of life together with making a parenting friendly environment and dissolving life task of each household in order to improve the birth rate and has engaged in various business and services up to the present. In addition, through our services which we have provided, we have many request from users suffering from postpartum depression and infertility risk for the second child, therefore, we believe that it is essential to solve such issue for realizing management philosophy.

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In these days, Japan has been facing the social issue of low birth rate and aging population. Under such situation, with the background of increasing uncertainty for life triggered by Corona pandemic disaster, the number of pregnancy notification and marriage has been declining compared with the previous year and the trend of declining birthrate will allegedly be accelerated in short bursts. Moreover, according to the survey conducted by Karadanote *1, we have the finding that the risk of postpartum depression under Corona pandemic situation has been increased more than two times*2 compared with that before the spread of COVID-19. As such, we believe that it is essential to further promote parenting friendly society in order to put a brake on postpartum depression and decreasing birthrate of children.

With such background, JBR and Karadanote have agreed on providing new type of insurance product by making use of JBR's development and sales track record of insurance product, knowledge and know-how which JBR has accumulated over years and conceptual creativity of product and user base of Karadanote with the motto of "user first" and we shall contribute to realize parenting friendly society.

*1 Detail on survey findings: please refer to https://corp.karadanote.jp/archives/3070

*2 We have made this comparison based on the standard of surveys conducted at the maternity hospital in Setagaya Ward (2012-2013) prior to Corona pandemic disaster. However, this is based on the assumption that we have some part to confirm such number as a whole due to some mismatch of answers by questionees.

Summary of the Insurance Product

Target	:	Family with little children
Content	:	Post payment type sharing insurance for covering postpartum depression and infertility risk for second child.
Features	:	Sharing type insurance to mutually support mother delivering the baby in the same month. Insurance premium: Not advance payment type, but post payment type.
Commencing time of offering this product	:	Scheduled to be commenced in autumn 2021

Contribution to SDGs



The new type of insurance product which JBR group and Karadanote will offer through business alliance partnership in this time shall be developed under our solid partnership and contribute to the establishment of sustainable society. We believe that the development of such insurance product shall contribute to "3 Good Health and Well-being.

Both companies shall make an effort to realize society leaving nobody behind by expanding the business onward.

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Corporate Profile

■JBR Company Profile

Company Name:	Japan Best Rescue System Co., Ltd. (Ticker: 2453, listed on the 1st Section of Tokyo Stock Exchange)
Location:	Urbanet Fushimi Building 5F, 1-10-20 Nishiki, Naka-ku, Nagoya City
Representative Director & CEO:	Mr. Nobuhiro Sakakibara
Description of Business	Emergency Business Membership Business Repair Business LifeTech Business
URL:	https://www.jbr.co.jp/

■Karadanote Company Profile

Company Name:	Karadanote Co., Ltd.
Location:	MA Shibaura Building 6F, 3-8-10 Shibaura, Minato-ku, Tokyo
Representative Director & CEO:	Mr. Tatsuya Sato
Description of Business	Family Support Business DB Marketing Business DX Promotion Business
URL:	https://corp.karadanote.jp/

【Inquiry on this news release】

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