June 30, 2023

FOR IMMEDIATE RELEASE

Ajinomoto Co., Inc.
SCSK Corporation
OMRON Corporation
Kirin Holdings Company, Limited
Shimadzu Corporation
JMDC Inc.
Nippon Life Insurance Company
Sumitomo Mitsui Banking Corporation

Health & Productivity Management Alliance Officially Launched
- 148 companies/organizations practicing health & productivity management gather from across industries -

Ajinomoto Co., Inc. (President & Chief Executive Officer: Taro Fujie), SCSK Corporation (Representative Director, President and Chief Operating Officer: Takaaki Touma), OMRON Corporation (President and CEO: Junta Tsujinaga), Kirin Holdings Company, Limited (President & CEO: Yoshinori Isozaki), Shimadzu Corporation (President and CEO: Yasunori Yamamoto), JMDC Inc. (President and CEO: Ryo Noguchi), Nippon Life Insurance Company (President: Hiroshi Shimizu), and Sumitomo Mitsui Banking Corporation (President and Chief Executive Officer: Akihiro Fukutome) (in kana order) announced today, June 30, 2023, the establishment of the Health & Productivity Management Alliance (hereinafter, the "Alliance"). We are also pleased to announce that, on behalf of these eight lead managing companies, Yoshihito Yamada, Chairman of OMRON Corporation, has assumed the chairpersonship of the Alliance.

Promoting health and productivity management® (H&PM) has become imperative in practicing human capital management, an approach of perceiving employees as company assets, along with corporate productivity enhancement. Many company-run health insurance societies are facing financial difficulties, and their sustainability is at risk. Recognizing these management challenges as social issues commonly faced by Japanese corporations, eight companies from different industries will lead the initiative to encourage other companies to participate in the Alliance.

As of its inception on June 30, 2023, over 100 companies and organizations, who resonate with the Alliance's vision, "To revitalize Japanese companies and achieve sustainability of company-run health insurance societies by promoting employees' well-being," have announced their participation. While continuing to call for participation, the Alliance will take data-driven approaches to identify issues, implement solutions, and evaluate measures thus taken by promoting health collaboration between companies and the societies. By consistently implementing the PDCA cycle based on a data health plan, the Alliance intends to design a model for H&PM, co-create solutions to make it work, and implement them in the industrial world.

[Message from Yoshihito Yamada, Chairperson, Health & Productivity Management Alliance (Chairman, OMRON Corporation)
With the much-touted advent of the "era of the 100-year lifespan," extending healthy life expectancies is a challenge common to all humankind. With its population being by far the world's oldest, Japan attracts international attention for its resolute attempt to solve challenges in the country's super-aged society.

The mission of the Alliance, which we have just launched, reads, "To increase the competitiveness of Japanese companies and achieve sustainability of company-run health insurance societies by promoting employees' well-being." Sharing the purpose with leading companies working on health & productivity management, we have established two goals that we will pursue. The first goal is to accelerate value

creation by human resources. In the past, companies have enhanced corporate value by expanding their tangible assets. Going forward, however, human resources will be the source of value created. We intend to help enhance corporate value by fostering an environment where employees work happily and in good shape. The second goal is to achieve sustainability of company-run health insurance societies. In recent years, many health insurance societies have been on the verge of running a deficit. As the length of service of their members increases, the number of physician visits by the elderly rises, aggravating the financial situation of health insurance societies. To address this issue, health insurance societies are organizing projects to promote their members' health, but they have yet to establish an effective process. The Alliance will assist health insurance societies in achieving fiscal soundness by utilizing healthcare data to ensure early intervention for members with health risks.

We at the Alliance are determined to take the lead in practicing H&PM and developing and implementing relevant solutions by facilitating cooperation with government agencies and research institutions, as well as among our member companies from different industries, types of businesses, or corporate groups. In so doing, we vow to empower Japan.

[Makeup of the Alliance]

Lead managing companies (in kana order)		
Ajinomoto Co., Ltd.	SCSK Corporation	OMRON Corporation
Kirin Holdings Company, Limited	Shimadzu Corporation	JMDC Inc.
Nippon Life Insurance Company	Sumitomo Mitsui Banking Corporation	

Member companies/organizations: 140 (in kana order)		
IAI CORPORATION.	Aioi Nissay Dowa Insurance Co., Ltd.	ITFOR Inc.
ACOM CO., LTD.	Atrae, Inc.	ADVANTEST CORPORATION
Aflac Life Insurance Japan Ltd.	AMANO Corporation	Advancer inc.
icoi corporation	Eatas Co., Ltd.	EPNextS, Inc.
Ishizaki Holdings Corporation	INABA DENKI SANGYO CO., LTD.	ISEKI&CO., LTD.
Ibuki Co., Ltd.	InBody Japan Inc.	INTEC Inc.
WILL GROUP, INC.	WingArc1st Inc.	HRDataLab Inc.
ExaWizards Inc.	SMBC Nikko Securities Inc.	NSD Co., Ltd.
M.STAGE CO., LTD.	MTI Ltd.	MS&AD InterRisk Research & Consulting, Inc.
Oikawa Health Management Office Co., Ltd.	OPEN8 Inc.	Oki Electric Industry Co., Ltd.
OTOBANK Inc.	CAINZ CORPORATION	KAJIMA CORPORATION
Calbee, Inc.	KYOCERA Corporation	Kyoto Medical Club
CROSSMEDIA GROUP Co., Ltd.	KOA Corporation.	KOIZUMI SANGYO CORP.
KONICA MINOLTA, INC.	KOBAYASHI Pharmaceutical Co., Ltd.	Komori Corporation
Sakurajyuji Group	Suntory Holdings Limited	SANYO DENKI CO., LTD
SUN-WA TECHNOS CORPORATION	SIIX Corporation	JTB Corp.
SIGMAXYZ Holdings Inc.	Citigroup Global Markets Japan Inc.	Shinnichi Kogyo Corporation
Shin Nippon Yakugyo Co., Ltd.	SCREEN Holdings Co., Ltd.	SUMITOMO CORPORATION
Sumitomo Pharma Co., Ltd.	Sekisui House, Ltd.	SOXAI Inc.
DSK Co., Ltd.	DYNAM Co., Ltd.	Dai Nippon Printing Co., Ltd.
TAKENAKA CORPORATION	TAKEBISHI CORPORATION	Iryō Hōjin Chionkai

CHUGAI PHARMACEUTICAL CO., LTD.	TIS Inc.	TDK Corporation
T-PEC CORPORATION.	DIC Corporation	Dexerials Corporation
Tokyo Metro Co., Ltd.	Doshisha University Research Institute of Sport Management	TOSHIBA CORPORATION
Toshiba Tec Corporation	Dr.KENKO KEIEI Inc.	Nissha Co., Ltd.
NISSIN FOODS HOLDINGS CO., LTD.	NISSO CORPORATION	Japan Industrial Counselors Association
Nippon Shinyaku Co., Ltd.	Niterra Co., Ltd.	Noritsu Koki Co., Ltd.
Nostlife Corporation	Nomura Research Institute, Ltd.	NOMURA HOLDINGS, INC.
PFU Limited	Panasonic Corporation	Panasonic Connect Co., Ltd.
Hanshin Expressway Company Limited	Being Holdings	East Japan Railway Company
Hitachi, Ltd.	Feedforce Group Inc.	FiNC Technologies Inc.
Phone Appli Inc.	booost health, Inc.	Fuji Nihon Seito Corporation
FUJIFILM Holdings Corporation.	PreMedica Inc.	The Furukawa Battery Co., Ltd.
Fuyo General Lease Co., Ltd.	From Sheff inc.	HEALTHCARE TECHNOLOGIES Corp.
HORIBA, Ltd.	Honda Motor Co., Ltd.	Marubeni Corporation
Mandom Corporation	MISUMI Group Inc.	Mizuho Financial Group, Inc.
Sumitomo Mitsui Trust Holdings, Inc.	Mitsui Fudosan Co., Ltd.	Mizkan Holdings Co., Ltd.
MITSUBA Corporation	Mitsubishi Chemical Group Corporation	Mitsubishi Paper Mills Limited
Mitsubishi Research Institute, Inc.	MUFG Bank, Ltd.	Mitsubishi UFJ Trust and Banking Corporation
MITSUBISHI MOTORS CORPORATION	Mitsubishi Electric Corporation	MinebeaMitsumi Inc.
Murata Manufacturing Co., Ltd.	MEIJI ELECTRIC INDUSTRIES CO., LTD.	Meiji Yasuda Life Insurance Company
MEIDENSHA CORPORATION	Medifellow Inc.	Mental Health Technologies Co., Ltd.
UACJ Corporation	USEN-NEXT HOLDINGS Co., Ltd.	JAPAN POST BANK Co., Ltd.
EUPHORIA Co., Ltd.	Unicharm Corporation	Yokogawa Electric Corporation
LIFEM Inc.	ResMed	Resonac Corporation
General Incorporated Association of Occupational Health	ROHTO Pharmaceutical Co., Ltd.	ROHM Co., Ltd.
Wacoal Corp.	ONE COMPATH CO., LTD.	

[Supporting scientists]
Dr. Yuji Furui, Project Professor
Dr. Hiroo Ide, Project Associate Professor
Healthcare Data Science Research Unit, Institute for Future Initiative (IFI), The University of Tokyo

[Observers]
Ministry of Economy, Trade and Industry
Ministry of Health, Labour and Welfare

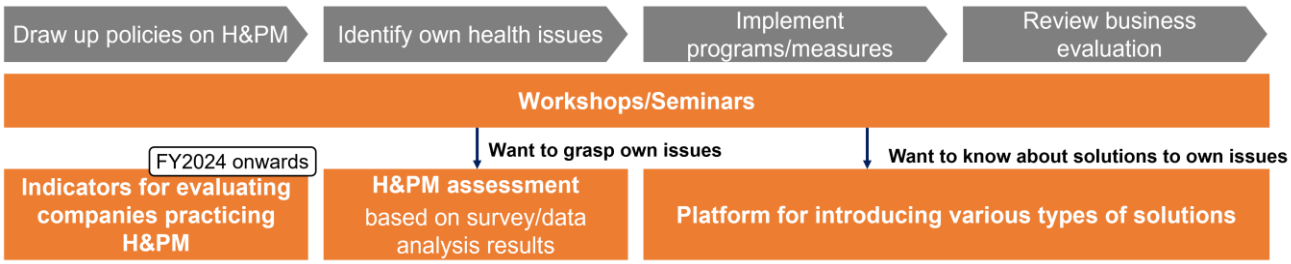
[Key initiatives of the Alliance]

1. Designing evaluation indicators for H&PM
   To design key performance indicators (KPIs) for properly evaluating H&PM initiatives and their results, thus contributing to corporate value enhancement.

2. Develop an H&PM assessment framework based on data analysis
   We are currently developing a framework for "H&PM Assessment" that contributes to identify and visualize health issues by utilizing the analysis of health check-up results, receipt data, employee questionnaires, etc. We aim to help promoting collaborative health with our members' health insurance and labor affairs staffs.

3. Build an information platform for various types of solutions
   The Alliance accumulates information on various types of solutions needed to produce results for H&PM. A database will be built based on participating companies'/organizations' experiences in introducing solutions and the verification results of their effects so that participating companies can share information based on which they can choose a solution that matches their own issues. Trial and error may have limited efficacy if performed by individual companies/organizations, but collective knowledge among many companies/organizations will increase the speed of learning about the implementation of a solution.

4. Organize workshops/seminars
   The Alliance organizes workshops and seminars for management members and people in charge of human resources and health insurance societies to enhance their literacy and skills concerning H&PM.
   (Example topics)
   (1) Initiatives for H&PM in human capital management
   (2) Utilization of data for H&PM
   (3) Fostering of corporate culture for spreading H&PM and approaches to employees
   (4) Examples of companies' practices for solving their issues



[Roadmap]

FY2023	Launch practices by lead managing companies, member companies/organizations, etc. (Target participation: 300)
FY2024	Verify effects at companies already practicing H&PM and increase the number of companies practicing H&PM
FY2025	Ensure continued participation / Increase the number of companies practicing H&PM and create markets for health promotion and prevention of serious illness

[Invitation to participate in the H&PM Alliance]

Target membership by the end of fiscal 2023: 300 companies/organizations

Inquiries for participation: info@kenkokeiei-alliance.com
URL: https://kenkokeiei-alliance.com/

Relevant News Release (March 10, 2023)
Launching Heath & Productivity Management Alliance
Working to spread the concept of “Health & Productivity Management” and achieve fiscal soundness of health insurance societies | OMRON Corporation (omron.com)

Health & Productivity Management® is a registered trademark of Nonprofit Organization Kenkokeiei.

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