



Information Provision and Consulting Business

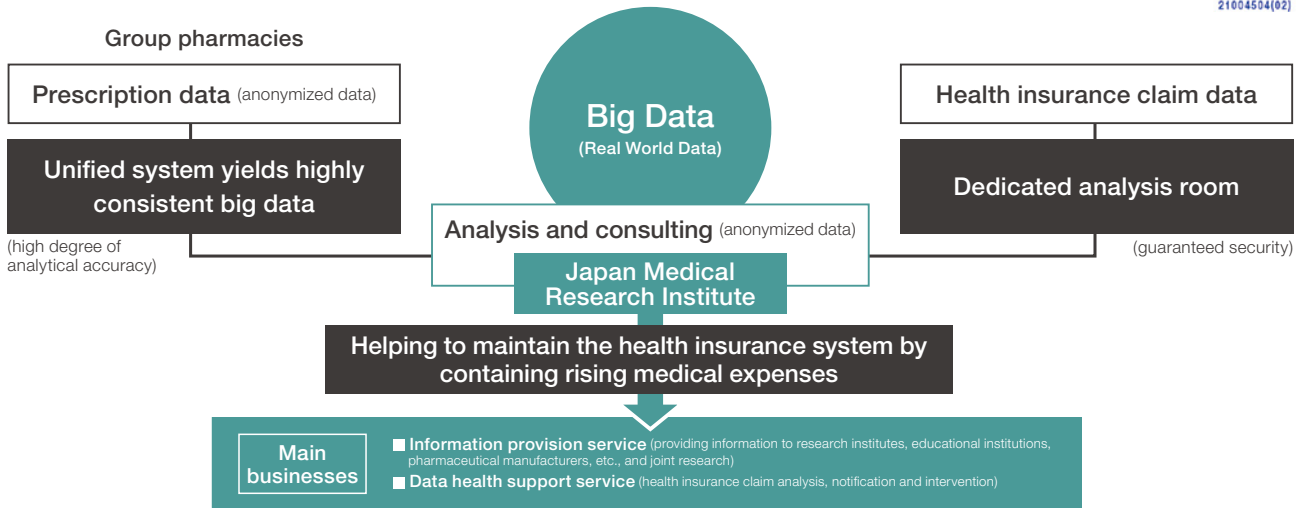
(established January 2012)

Japan Medical Research Institute Co., Ltd.

*Results of the Information Provision and Consulting Business are included in the Dispensing Pharmacy Business segment.

For the Abundant Medical Care of the Future

Japan Medical Research engages in operations in pursuit of "low cost, high quality" medical care



1 High-Quality Information Provision Service Using Real-World Data

Based on RI-CORE, an analytical system it launched in FY2017, Japan Medical Research Institute develops and operates analytical tools that support the processing of entire five-year blocks of prescription data (big data representing 250 million prescription records) harvested from Nihon Chouzai Group pharmacies. By integrating this data with information provided by pharmacists, we are able to fully harness synergies with the Dispensing Pharmacy Business to provide high-value-added data that is unrivaled in the industry. Providing this real-world data to research institutes, educational institutions, pharmaceutical manufacturers, and others, as well as conducting joint research, contributes to improving patient adherence (medication management) and optimization of medical expenses.

2 Data Health Support Service: Helping to Optimize Medical Costs

Japan Medical Research Institute is engaged in various data healthcare-related initiatives that draw on the expertise in data analysis and consulting it has cultivated through the information provision service. Based on data provided by health insurers, the company conducts the analysis needed to optimize medical costs and provides insurance holders with notifications about medication, including price differences of generic drugs, duplicate medications, and overprescribing. Through pharmacists, we also provide practical support services, such as methods of optimizing medication, support for persons with developing or not-yet-diagnosed medical conditions, as well as prevention of disease progression. Healthcare-related events and seminars are another venue through which we contribute to optimizing medical costs, such as by helping to set up drug consultation days and various other support services.

Information Provision Service: RI-CORE

Our information provision service involves developing and operating analytical tools for information harvested from prescription data, based on the RI-CORE analytical system. The company conducts surveys, research, information provision, and consulting for research institutes, educational institutions, pharmaceutical manufacturers and others.

Integrating big data, such as anonymized prescription data from Nihon Chouzai Group pharmacies, with questionnaire data collected from pharmacy staff, yields high-value-added information that is unparalleled in the industry. This information is contributing to the optimization of medical care expenses.

Advertising Media Service: In-Store Promotions

Also helps promote self-administered medication

JRI is engaged in in-pharmacy promotions and pharmacy-based advertising media services, reaching over 14 million patients every year.

Examples of services include:

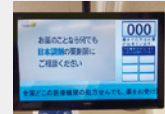
- Video broadcasts commissioned by companies and government entities aired on pharmacy monitors, as well as poster displays and leaflets
- Providing useful information on self-administered medication in the form of brochures and free samples from companies, which pharmacists can provide directly to patients
- Providing registered dietitians with information useful for dietary guidance and the use of samples to support pre-symptomatic disease and disease prevention

Through our businesses, we make it possible for pharmacists and other healthcare professionals to daily provide patients who visit the pharmacy with healthcare guidance on many levels, always based on the most up-to-date information.

Going forward, a focus for this business will be using new media to help promote self-administered medication by patients.

1. In-pharmacy broadcasts

- ▶ Can be seen annually by over 14 million pharmacy visitors nationwide
- ▶ Pharmacy visitors show high awareness of broadcast content



2. Sample provision

- ▶ Hand-delivery by pharmacists offers a better sense of security and reliability
- ▶ Informative comments by pharmacists enhance product appeal
- ▶ Direct approach to target demographics is possible
- ▶ Pharmacist recommendation increases brand recognition



3. Poster displays

- ▶ Noticed by patients waiting for prescriptions to be filled
- ▶ Outreach to all pharmacy visitors is possible



4. Leaflet placement

- ▶ Patients can read material while waiting or after returning home
- ▶ Outreach to all pharmacy visitors is possible



Results in FY2020

Data Health Support Service

Notifications on Price Differentials, Drug Duplications, Over-Prescriptions

Contributing to healthcare continuity by helping to reduce medical costs

Optimizing Healthcare Costs (Generic Drug Promotion)

Japan is aiming to optimize medical expenses through the promotion of generic drugs. For local governments where the generic drug use rate is sluggish, we issue pharmacy notifications for each individual pharmacy to help applicable individuals understand the usage status and outline of generic drugs, along with notifications about price difference. Using health insurance claim data, we can identify the generic drug usage rates of the individual pharmacies and gauge the potential impact of generic drug use on those pharmacies that fall below certain criteria or on all pharmacies in a region. For pharmacies with large claim data and drug volumes, after consulting with the local government, we send out notifications to those pharmacies. To clarify the issues involved, we administer questionnaires to pharmacies, identify problems, and make proposals that can lead to new projects.

Collaborating with Insurers, Medical Associations, and Pharmacists to Optimize Medical Expenses

Activities in the data health support service business include efforts to help optimize medical expenses, particularly through promoting and raising awareness about generic drugs and helping to prevent overlapping prescribing and duplicate medications. In a project for one city in Japan, which is pursuing collaboration between insurers and medical and pharmacist associations, we analyzed overall generic drug use, as well as the status of over-prescriptions and multiple medications by health insurance claim type, age, gender, medical institution, drug efficacy, region, and other categories. Based on the results of this analysis, we determined who to notify, and created and sent out notifications, including the amount of cost

savings from switching to generic drugs and cautions about multiple medications or taking drugs in combination.

In addition to referring patients to family doctors and family pharmacists, we set up a support desk to address concerns of individuals who received notifications, and encouraged them to consult with medical institutions and pharmacies. For patients without a family pharmacy, we enlisted the support of the Japan Pharmaceutical Association in providing medication management and other guidance.

Survey and Research Services

Dissemination of information

COVID-19 Reports Posted

Amid the ongoing spread of COVID-19, global attention is on the impacts of the pandemic and on countermeasures. Based on our proprietary prescription database, we have been investigating the impact of the pandemic on pharmacy prescriptions in Japan and posting the results on our website (<https://www.jpmedri.co.jp>). We also put out a press release in August, and have posted nine reports as of August 2021.

As seen in the graph below, in posting these reports we have observed a correlation between the rise in the number of people testing positive in PCR tests and access volume for the reports, suggesting that we were able to put out information at a time when demand in society was strongest. We are committed to continuing to disseminate the information that society needs.

PCR Positive Results and Report Access Volume

