

INCJ to invest in Embrace Co., Ltd. Company develops communication platforms for an integrated community care system

Tokyo, April 27, 2016 – Innovation Network Corporation of Japan (“INCJ”) announced today its decision to invest in Embrace Co., Ltd., (“Embrace”), developer of Medical Care Station (“MCS”), a communication platform for an integrated community care system. INCJ will invest up to ¥400 million through a third party share allocation to provide Embrace with the necessary funding to support future commercialization.

An investment partnership managed and operated by SMBC Venture Capital and Mizuho Capital Co., Ltd. will also invest in Embrace.

As Japanese society ages at an increasingly rapid rate and the cost of social security expands, healthcare and welfare issues are becoming more wide-ranging. In this context, it is essential to shift from hospital-centered medical care to an integrated community care system and quickly establish a framework to support this system.

Certain measures and policies by the government are being implemented on a phased basis as part of an effort to build an integrated community care system by 2025. These include coordination with medical care schemes and long-term insurance plans, as well as the development and implementation of home-based nursing and healthcare.

Cooperation among medical personnel including doctors, pharmacists, care workers and patient’s family is crucial for an integrated community care system. However, since each healthcare professional belongs to a separate organization and sees patients at different times and in different locations, it is difficult for them to communicate with each other and obtain a detailed picture of patient conditions and needs. The heavy burden on medical personnel that results from the difficulties they face in their efforts to coordinate and cooperate within an integrated community care system is emerging as a big social issue.

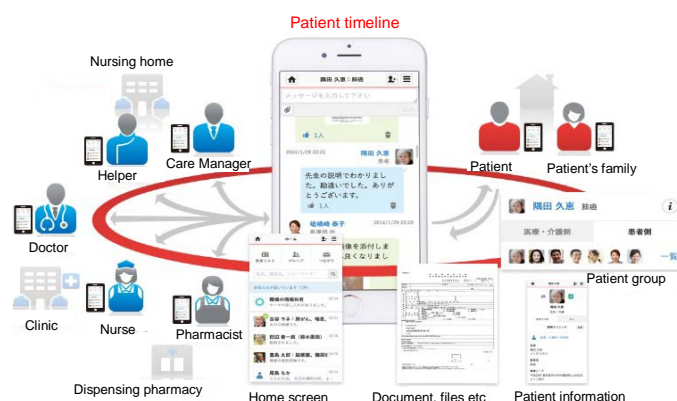
In 2013, to address this and similar issues, Embrace developed and began offering MCS, a free platform that facilitates communication among medical personnel engaged in an integrated community care system. Currently in Japan around 120 medical associations, 13.5% of all medical associations across Japan, officially use MCS and approximately 20,000 medical and nursing care facilities use the platform. (As of February 2016)

Going forward, Embrace will accelerate the commercialization of MCS by adding new applications and services with the involvement of system development companies for medical and nursing care. The company also aims to establish a social infrastructure and provide total medical support, from prevention to post-treatment, by strengthening collaboration with medical associations and other healthcare organizations. The long-term goal is to provide an improved platform for an integrated community care system in conjunction with advanced technology such as IoT and AI.

INCJ has decided to support Embrace due to the highly innovative nature of the MCS business it provides, which recognizes the need to create a new mechanism for an integrated community care system, and because of the social significance of its contribution to the resolution of social issues such as the ageing society and increase in cost of social security. In addition to providing Embrace with growth capital for business promotion, INCJ will also provide management support through the appointment of outside directors and the strengthening of the company's business development framework.

About Medical Care Station (MCS)

Medical Care Station is a free cloud service allowing information sharing on smartphones, tablets and PCs for medical personnel including doctors, pharmacists, care workers and patient's family. It is a simple tool that allows medical personnel to share information securely.



About Embrace Co., Ltd.

Established	September 2003
Business Outline	A social platform for medical and nursing care
Headquarters	Minato-ku, Tokyo
President	Manabu Ito
URL	http://www.embrace.co.jp/index.html

About Innovation Network Corporation of Japan (INCJ)

INCJ was established in July 2009 as a public-private partnership that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied expertise across industries and materialize open innovation. INCJ has the capacity to invest up to ¥2 trillion (approx. US\$20 billion).

INCJ's management team is drawn from the private sector with diverse experience in investment, technologies and management. Through its Innovation Network Committee, INCJ assesses investment opportunities that contribute to industrial innovation in Japan in line with criteria set by

the government.

Press contacts:

Innovation Network Corporation of Japan
Corporate Planning Group, Communications

Irie, Sakai

21st Floor, Marunouchi Eiraku Building 1-4-1 Marunouchi, Chiyoda-ku, Tokyo

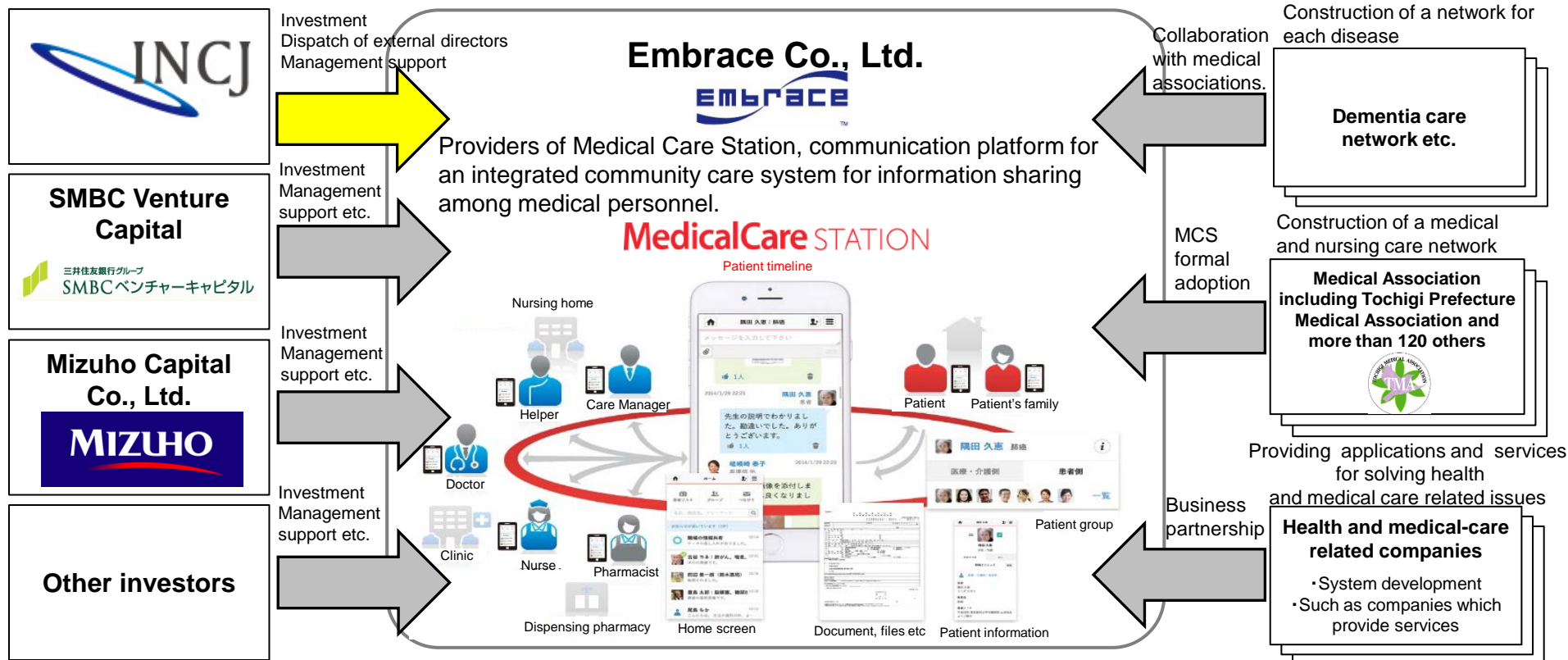
Tel. (03) 5218-7202

Appendix

INCJ to invest in Embrace Co., Ltd.,

Company develops communication platforms for an integrated community care system

- Target: Embrace Co., Ltd.
- Investment: 400 million yen (maximum)
- Business Outline: A social platform for medical and nursing care
- Date of investment: April 27, 2016



- Create a new system to address the need an integrated community care system by providing Medical Care Station, a platform to facilitate communication among medical personnel including doctors, pharmacists, care workers and patient's family.
- Contribute to addressing social issues, such as the ageing society and increasing social security costs, by providing a total medical support service in collaboration with medical associations and other healthcare organizations, and companies.
- Provide an improved platform for an integrated community care system in conjunction with advanced technology such as IoT and AI.