

Social Capital: The future of healthcare

◎ Social Capital

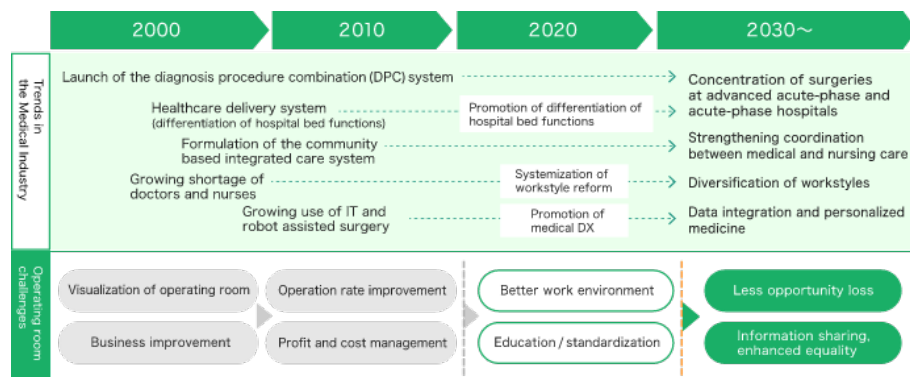
The Future of Healthcare

As medical technologies continue to evolve daily, the products and services required to support them are also changing day by day. More than 300 sales representatives, along with our marketing division, work at the forefront of healthcare to gather the latest information and swiftly capture changes and needs in the field. We remain focused on anticipating the solutions that will be needed next.

Responding to Changes in the Medical Environment and Customer Challenges

Always Delivering the Optimal Solution for Evolving Medical Needs

In Japan, efforts are underway to reform the healthcare delivery system to ensure that all people can continue to receive appropriate care while maintaining the strained universal healthcare system. As a result, it is expected that advanced medical care, such as surgeries, will become increasingly concentrated in certain medical institutions in the near future. At HOGY MEDICAL, we will continue to propose new, timely solutions that support operating rooms at those institutions and help as many patients as possible receive prompt treatment.

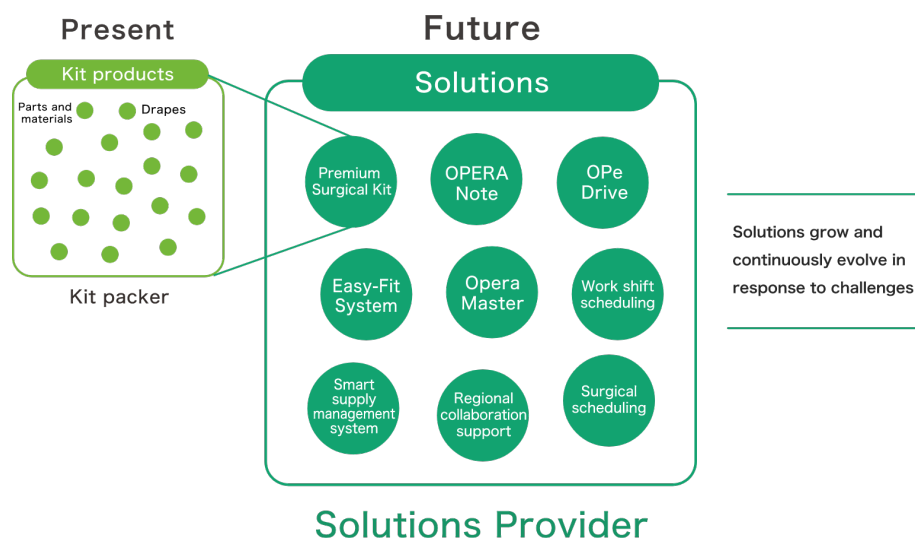


* From 2030 onward, HOGY MEDICAL's considerations are based on "Japan Vision : Health Care 2035" by the Ministry of Health, Labour and Welfare.
<https://www.mhlw.go.jp/seisakunitsuite/bunya/hokabunya/shakaihoshou/hokeniryou2035/future/> (Japanese only)

From "Operating Room Kit Packer" to "Solutions Provider"

Expanding Operating Room Support as a Solutions Provider

To address the diverse challenges faced in operating rooms, we are evolving from a supplier of internally manufactured and distributed surgical kits to a comprehensive solutions provider. In addition to our own offerings, we aim to flexibly combine and propose a wide range of solutions—such as products, technologies, information, and improvement methods provided by partner companies—tailored to the specific needs of each customer.



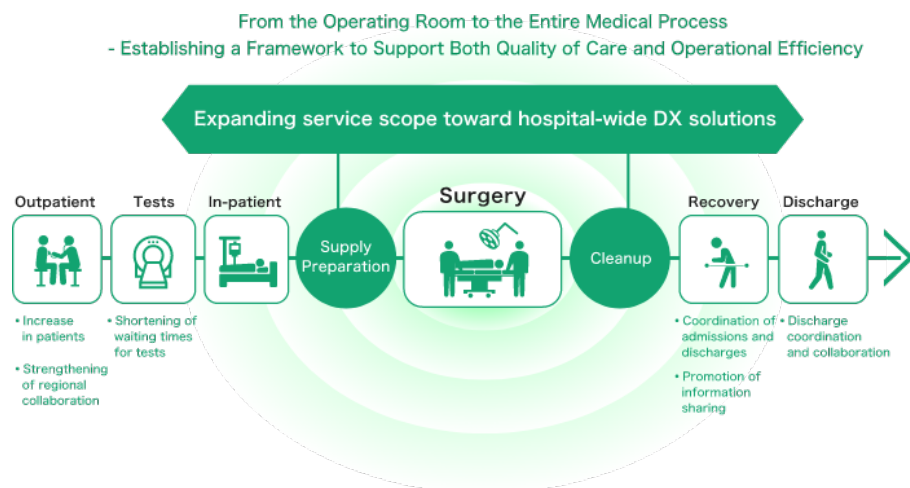
Solutions Provider

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From the Operating Room to Supporting the Entire Medical Process

Supporting Medical Operations and Management from Diagnosis to Discharge

Our products are currently the most widely used in operating rooms. By linking the data obtained in the operating room with pre- and post-operative medical processes, we believe we can deliver greater value in healthcare management. We are exploring opportunities to provide support across the entire medical process—from outpatient care and testing to hospitalization, surgery, and discharge—and, having defined our aspirations in the current Medium-Term Business Plan, we will continue to expand our products and services beyond 2035 to contribute to both healthcare and society.



As a Solutions Provider for Operating Rooms, We Will Continue to Deliver Safety and Peace of Mind to Society

Executive Officer General Manager of Marketing Function, Commercial Div.

Hiroyuki Yoshidome

We are advancing our transformation from a “kit packer,” focused on assembling surgical components, to a “solutions provider” that supports a wide range of challenges in medical settings—including education, data analysis, and operational consulting—by integrating digital technologies. We are also working to strengthen partnerships with external companies to build new supply chains and deliver a broader array of solution tools. Through these efforts, we aim to help realize more efficient, high-quality healthcare and contribute to shaping the future of medicine.