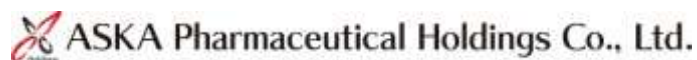


Press Release



ASKA Pharmaceutical Enters into a Comprehensive Business Alliance Agreement on Femtech

TOKYO, April 24, 2023 - ASKA Pharmaceutical Co., Ltd. (Head Office: Minato-ku, Tokyo/ President, Representative Director: Sohta Yamaguchi, hereinafter referred to as “ASKA”), a subsidiary of ASKA Pharmaceutical Holdings Co., Ltd., announced that ASKA has entered into a comprehensive business alliance agreement with LIFEM Inc. (Head Office: Shinjuku-ku, Tokyo/ President, Representative Director: Seitaro Sugawara, hereinafter referred to as “LIFEM”) on LIFEM’s corporate Femtech service “LunaLuna Office” that supports health management and women’s advancement, as detailed in the attachment.

Media Contacts

ASKA Pharmaceutical Holdings Co., Ltd.
Corporate Planning Department
Tel: +81-3-5484-8366
Email: kouhou@aska-pharma.co.jp



News Release

ASKA Pharmaceutical Enters into a Comprehensive Business Alliance Agreement on Femtech

TOKYO, April 24, 2023 - ASKA Pharmaceutical Co., Ltd. (Head Office: Minato-ku, Tokyo/ President, Representative Director: Sohta Yamaguchi, hereinafter referred to as "ASKA") and LIFEM Inc. (Head Office: Shinjuku-ku, Tokyo/ President, Representative Director: Seitaro Sugawara, hereinafter referred to as "LIFEM") announced that they have entered into a comprehensive business alliance agreement regarding Femtech.

Since its establishment in 1920, as a specialty pharma company in the field of obstetrics and gynecology, ASKA has been providing products related to women's healthcare, and continues to expand its product lineup. With its mission of "improving the health issues of working women and realizing a society where everyone can work comfortably," LIFEM also provides a Femtech service for companies "LunaLuna Office," utilizing online medical services specializing in obstetrics and gynecology, and basic knowledge seminars on women's health, supervised or presented by gynecologists.

Under the comprehensive business alliance agreement, ASKA and LIFEM have agreed that ASKA will create and provide disease awareness information materials for the LunaLuna Office. As a first step, we have jointly produced videos that provide easy-to-understand explanations of "menstruation," a health issue specific to women, and began distributing the videos to companies that have introduced the service. The details of this agreement are not disclosed.

By utilizing the knowledge and know-how of each company's Femtech and strengthening cooperation among the two companies, ASKA and LIFEM will promote the construction of a system that supports the improvement of working women's health issues through the conclusion of this agreement. ASKA and LIFEM strive to contribute to the realization of a society where everyone can work comfortably.

【About ASKA】

Trade name:	ASKA Pharmaceutical Co., Ltd.
Business segments:	Manufacturing, sale and import/export of pharmaceuticals, veterinary medicines, quasi-drugs, foods, and medical devices, etc.
Established:	June 28, 1929
Address:	5-1, Shibaura 2-Chome, Minato-ku, Tokyo 108-8532, Japan
Representative:	Sohta Yamaguchi

For more information, please visit the website <https://www.aska-pharma.co.jp/english/>

【About LIFEM】

Trade name:	LIFEM Inc.
Business segments:	System development and operation business related to Femtech
Established:	July 1, 2022
Address:	35th Floor, Tokyo Opera City Tower 3-20-2, Nishi-Shinjuku, Shinjuku-ku, Tokyo, 163-1435, Japan
Representative:	Seitaro Sugawara

For more information, please visit the website <https://lifem.co.jp/> (in Japanese)

【About LunaLuna Office】

CARADA Medica, Marubeni, and MTI formed a business alliance in July 2021 to develop and provide a Femtech*1 service for companies to support the improvement of health issues for working women. This service, which supports companies to take initiatives to improve women's health issues, was selected by the Ministry of Economy, Trade and Industry to receive the Femtech Support Service Demonstration Project Cost Subsidy*2 in FY2021. In March 2022, the service was officially named "LunaLuna Office." In July 2022, the three companies established a new company, LIFEM, to provide this service to corporations.

For more information, please visit the website <https://office.lnl.jp/> (in Japanese)

*1. Femtech: A coined word that combines "female" and "technology". The word refers to technology specifically used to solve women's health problems.

*2. Ministry of Economy, Trade and Industry support service: Femtech Demonstration Project Cost Subsidy Demonstration Company webpage (in Japanese)

Link: <https://www.femtech-projects.jp>

Media Contacts

ASKA Pharmaceutical Holdings Co., Ltd.

Corporate Planning Department

Tel: +81-3-5484-8366

Email: kouhou@aska-pharma.co.jp

MTI Ltd.

Public Relations, LIFEM, Inc.

Tel: +81-3-5333-6755

Email: mtipr@mti.co.jp