



February 12, 2019

**First Initiative in Digital Medicine
Notice Regarding the Start of a Demonstration Project for
TOMOCO, a Diabetes Care App**

Mitsubishi Tanabe Pharma Corporation (Head Office: Chuo-ku, Osaka; President & Representative Director, CEO: Masayuki Mitsuka) and Habitus Care Inc. (Head Office: Minato-ku, Tokyo; President & Representative Director, CEO: Shinichiro Tokubuchi) have recently developed TOMOCO, a diabetes care application. The demonstration project for this application will commence from fiscal 2019. With this app, the two companies will work together to help address the social issue of diabetes.

In the treatment of diabetes, in addition to diagnosis and treatment at medical institutions, it is also important for patients to receive appropriate lifestyle guidance and take steps to address the disease by improving their lifestyle habits, such as in the areas of food and exercise. The TOMOCO diabetes care app facilitates daily record-keeping for such information as diet, exercise, medication adherence, blood sugar levels, etc. and offers follow-up in line with action plans, thereby promoting changes in patient behavior. In addition, the tracking of daily records, test data, and medical history data enables the guidance provider to formulate action plans in line with each patient's issues and motivation.

The aging of Japan's population continues to accelerate, and measures to control healthcare expenditures have become an important issue in the domestic healthcare environment. The focus of government healthcare policy is shifting from treatment to prevention, and awareness of individual health management is increasing. In particular, with diabetes, which is a lifestyle-related disease, the rise in healthcare expenditures related to the use of dialysis has become a major problem, and preventing the progression of diabetes to a severe condition is now a social issue. In this environment, the government has launched a grant for supporting insurers service, HOKENJA-DORYOKU-SHIEN program, that supports initiatives by municipalities (national health insurance) to prevent the progression of diabetes to a severe condition, and municipalities recommend consultations at medical institutions and provide health guidance for improvement of lifestyle habits.

Plans call for the TOMOCO diabetes care app to be utilized as a part of health promotion activities advanced by insurers, such as national health insurance and health insurance associations. Currently, partners are being recruited for the demonstration project, such as insurers and municipalities, and plans call for an exhibit at the Regional Comprehensive Care Expo Osaka, which will be held at Intex Osaka on February 20 to 22.

Under the Medium-Term Management Plan 16-20 Open Up the Future, Mitsubishi Tanabe Pharma is advancing the expansion of drug discovery opportunities using modalities (utilizing new modalities) and actively working not only with conventional small molecules and antibodies but also with digital medicine initiatives that leverage digital technologies. The TOMOCO diabetes care app will be a first initiative in digital medicine.

**Mitsubishi Tanabe Pharma Corporation,
Corporate Communications Department**

Media contacts:TEL: +81 6 6205 5119

Investors contacts:TEL: +81 6 6205 5110

Business-related consultations

Mitsubishi Tanabe Pharma Corporation, Future Design Department

For further information, please contact:

Business-related consultations TEL: +81 6 6205 5373

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■ **About Habitus Care Inc.**

Habitus Care Inc. is a healthcare venture that aims to promote the health of consumers and to help resolve social issues through support services, backed by leading scientific research, that aim to prevent the development of disease and the progression of disease to a severe condition.

In cooperation with medical and pharmaceutical researchers and other healthcare professionals, such as at the University of Tokyo; the Faculty of Medicine at the University of Tsukuba; and Ochanomizu University, Habitus Care is working to develop and provide services for companies and municipalities, and to use that knowledge to support the development of new businesses and services in the healthcare field.