

The growing Senior Care market in Japan

Paramount Bed Holdings Co., Ltd.

Corporate planning Dept.

Genta Okubo

7-OCT., 2015

Santa Clara Convention Center

- Company profile

- Senior market and medical and care market

- Key word in growing field

- What we do



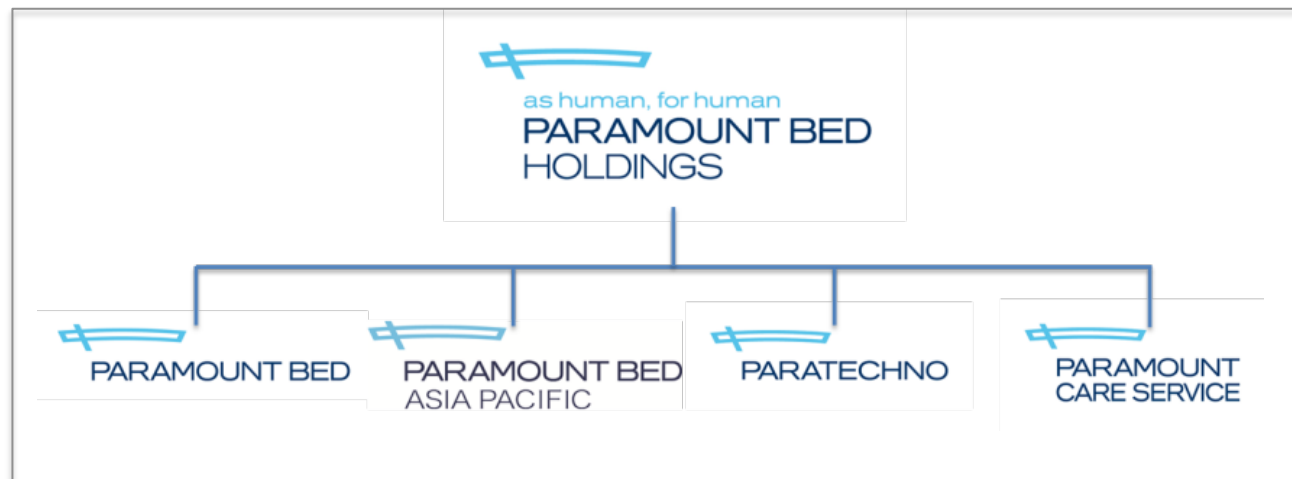
as human, for human
PARAMOUNT BED

as human, for human

©2012 PARAMOUNT BED CO., LTD. All Rights Reserved.

PARAMOUNT BED HOLDINGS CO., LTD

Founded 1947
Net Sales 72,794 million yen (=610 M USD)
Number of employees Approx. 2,400
First Section of the Tokyo Stock Exchange

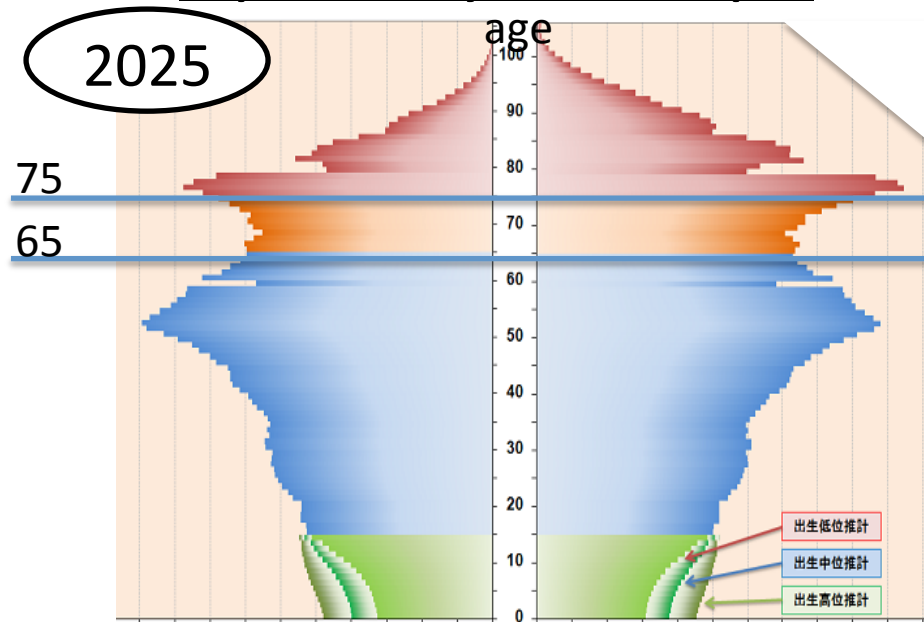


- Company profile
- Senior market and medical and care market
- Key word in growing field
- What we do



Senior care market in Japan :
Business model to solve “aging society” from Japan to the world

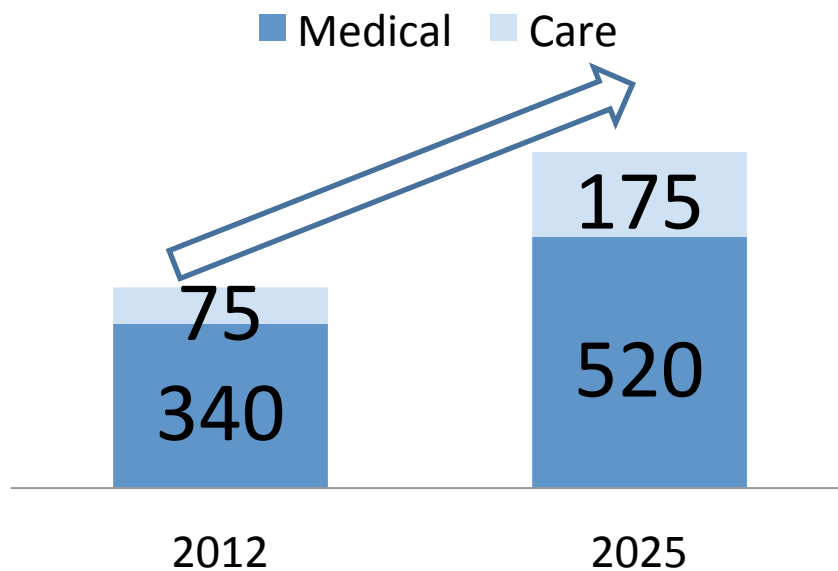
Population Pyramid of Japan



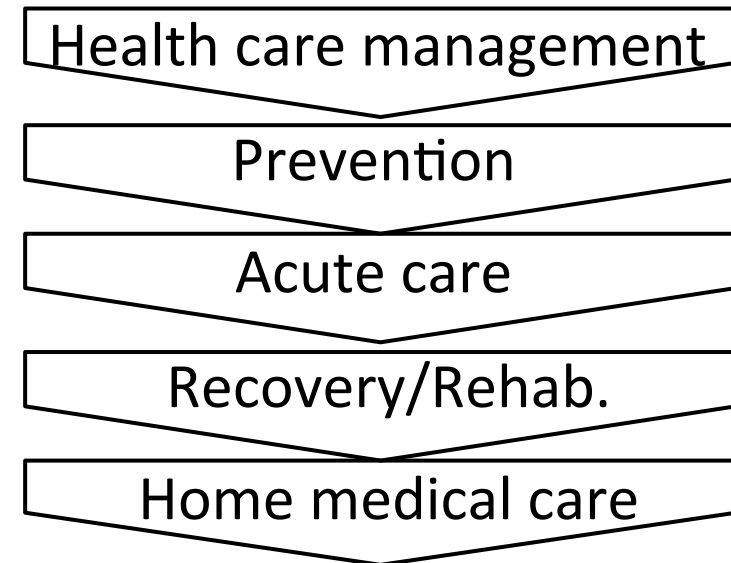
- Product and service to increase the productivity
- For the future market in developed countries.

Senior market in Japan : World attractive volume

Budget Forecast (B USD)



Care cycle of senior



Government policy:

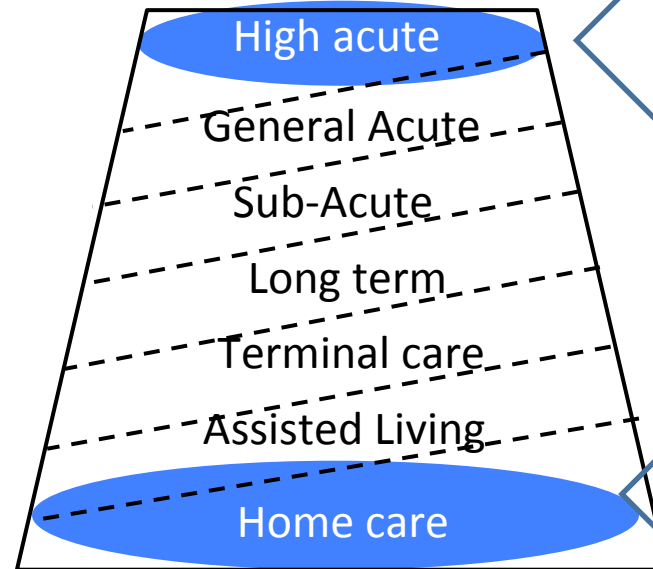
Opportunity in high acute, home medical and home care

Future Japan Medical and care function

2011

→ 2025

General (1.07 M bed)
Convalescent (230 T)
Nursing home (920T)
Assisted Living (310T)
Home care



Intensive Qualitative investment

Quantitative Expansion

Ministry of health, welfare and labor,
 “The integrated reform of social security and tax”

- Company profile
- Senior market and medical and care market
- Key word in growing field
- What we do

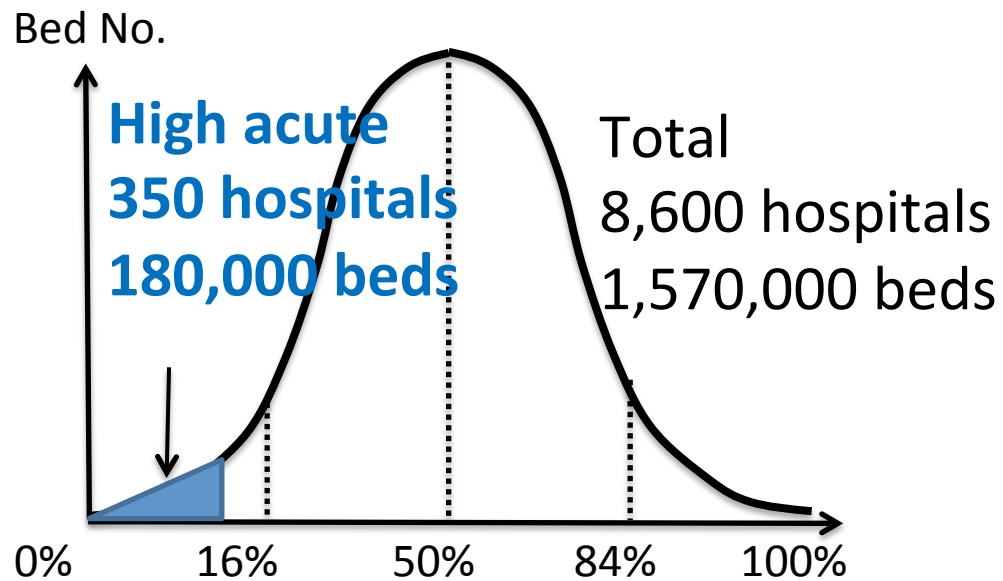


High acute :

Key word : Early recovery and social rehabilitation for senior

What is high acute hospital?

Challenge of
high acute hospital

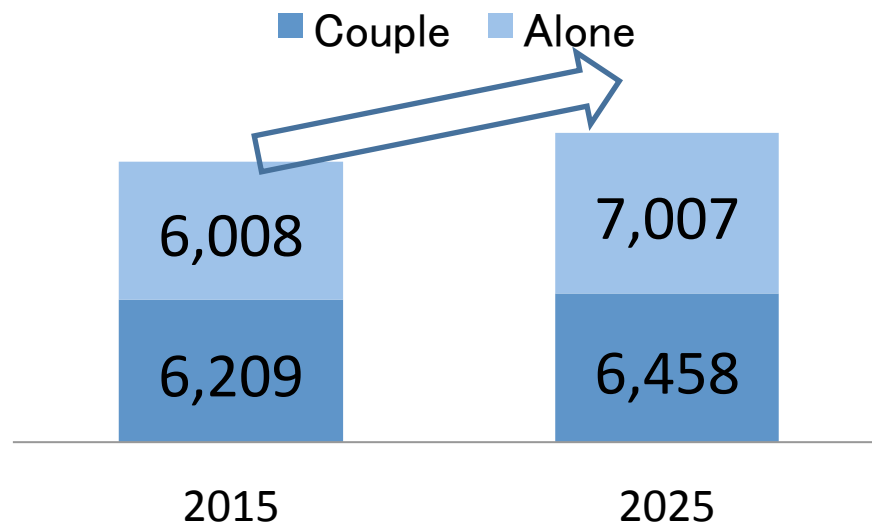


- Prevention of iatrogenic complication
- Rate to go back to normal life
- Improvement of bed turnover rate

Home medical care :

Key word : Telemedicine, software

Number of senior households



Challenge in senior household

- Help to health management
- Observation of health condition
- Action to deterioration

Home care :

Key word : Care assist robot and software

What is available by Long-term Care Insurance System?

Services given at home

- Home help service at night
- Regular visit
- Bathing service
- Nursing
- Rehabilitation

Services given at a facility

- Day service
- Short stay
- Day care for dementia

Others(products)

- Allowance for purchasing welfare equipment
 - Toilet seat
 - Basic bath
 - Bathing assist equipment
- Rental of welfare equipment
 - Bed
 - Preventive products for Pressure ulcer
 - Walker
 - Cane
 - Lift
 - Detective product for aged wanderer

10% charge to use the service

- Company profile
- Senior market and medical and care market
- Key word in growing field

- What we do

Profile

Market

Key word

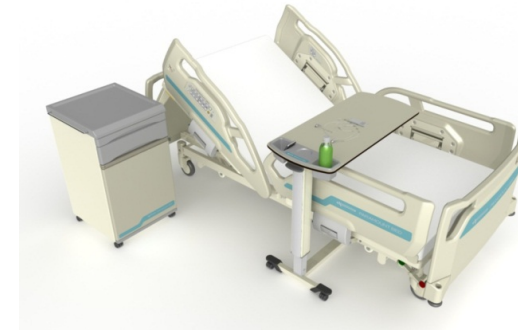
What we do

Bed is the HUB of care.

Critical Care



Acute Care



Home Care



Consumer



as human, for human
PARAMOUNT BED

as human, for human

©2012 PARAMOUNT BED CO., LTD. All Rights Reserved.