

*This press release is the joint release of wellele Co., Ltd., Arteryex Inc., BIPROGY Inc., Mitsui Fudosan Co., Ltd. and UDCK Town Management. It may be released redundantly, so your understanding is appreciated.

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BIPROGY Inc.

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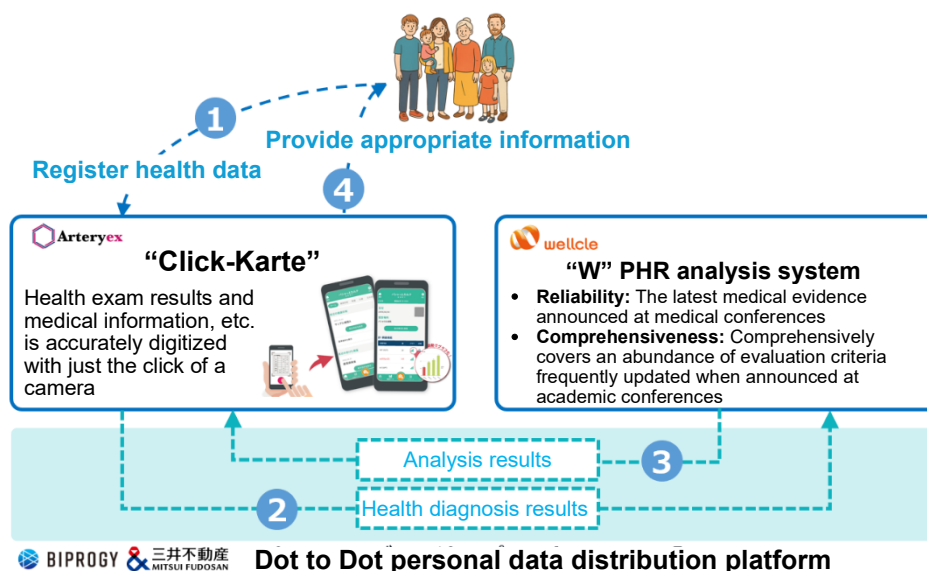
May 26, 2025

Using Personal Health Records (PHRs) to Provide Health Advice Optimized to the Individual

—Also exhibited at the Osaka Healthcare Pavilion at EXPO 2025 Osaka, Kansai, Japan.

Supporting for improvements in daily living to extend healthy life expectancy—

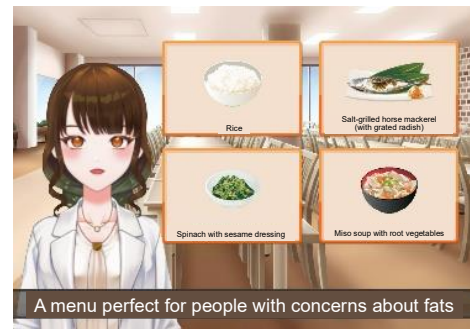
Tokyo, Japan, May 26, 2025 - Mitsui Fudosan Co., Ltd. (“Mitsui Fudosan”), a leading global real estate company headquartered in Tokyo, wellele Co., Ltd. (“wellele”), Arteryex Inc. (“Arteryex”), BIPROGY Inc. (“BIPROGY”), and UDCK Town Management (“UDCKTM”) announced the launch of a service for consumers in summer 2025 that provides health advice optimized to the individual by allowing users to simply upload health exam results, by taking a picture of them with a smartphone, into personal health records (PHRs) (Note 1), which are related to the individual’s lifetime health and medical care.



Service Overview - Mitsui Fudosan

Consumers simply take a photo of their health exam results on paper with their smartphones using Arteryex's "Click-Karte" (Note 2), and evaluation results and other health information for that individual based on the standards of various academic conferences analyzed by W (Note 3) from wellcle can be viewed on "Click-Karte." Health advice is provided that leads to the prevention of lifestyle diseases and this is utilized to improve lifestyles, allowing for efficient health management. Personal data is linked securely with Dot to Dot (Note 4) jointly developed by BIPROGY and Mitsui Fudosan. A new service is born that utilizes the characteristics of both these services, enabling both privacy protection and utilization of personal data.

In addition, the service aims to lengthen healthy lifespans by facilitating day-to-day lifestyle improvement. A verification mechanism has been made available to the public at the Osaka Healthcare Pavilion at EXPO 2025 Osaka, Kansai, Japan (Note 5).



The booth for the Reborn Challenge held at the Osaka Healthcare Pavilion during Golden Week (April 29–May 5) was brimming with many visitors over the several days, and the interactive booth elicited a strong response. The system allowed visitors to get meal advice optimized to each individual based on health exam results. It attracted a wide range of people, from families with children to medical professionals. The feedback included, "I wish I had a mechanism like this for my daily life" and "I was reassured just receiving a health diagnosis, but by linking to data, it makes health management and data utilization easy."

In addition, along with the strong evaluation of its convenience, PHRs are shared through a secure data platform, so major expectations were generated for the future of healthcare related to how daily lifestyles will change. Going forward, demonstrations led by UDCKTM will be held at Kobe Smart City and Kashiwa-no-ha Smart City, and the results of the service will be verified by consumers. In addition, the five companies will continue to partner and work to provide services to companies and local governments tackling the issue of health promotion.

Note 1: Personal health record (PHR)

A mechanism for the integrated management of information related to individuals' health and medical care across their lifetimes

Note 2: "Click-Karte"

A health management app that automatically digitizes health exams and other documents simply by taking a picture of them and uploading them with a smartphone

Note 3: W

A service for providing evaluation results, health advice, and learning materials with evidence based on the criteria of academic conferences on the basis of information from health exams provided by the user

Note 4: Dot to Dot

A platform for securely linking the personal data of consumers between apps (services)

Note 5: Overview of the Osaka Healthcare Pavilion at EXPO 2025 Osaka, Kansai, Japan

Based on results of analysis by W, an AI meal advisor, thorough monitors at the venue, proposes an optimal lunch menu based on the person's physical state while chatting with visitors.

■Related links

- wellcle Co., Ltd. <https://www.wellcle.co.jp/> (in Japanese)
- Arteryex Inc. <https://arteryex.biz/> (in Japanese)
- BIPROGY Inc. <https://www.biprogy.com/e/>
- Mitsui Fudosan Co., Ltd. <https://www.mitsuifudosan.co.jp/english/>
- UDCK Town Management <https://www.udcktm.or.jp/>