

21 December 2015

To: Members of the Press

Council of Wellness Management

Council of Wellness Management Inaugural Meeting

Presentations on the Current State of Wellness Management

by Companies Selected to Represent the Brand of Health & Productivity Management

Promoting Health of Body & Mind for All Employees Across Organizations

With the participation of the Chairman, Vice-Chairman, Advisor and 48 member organizations, the Council of Wellness Management will hold its inaugural meeting on 21 December 2015.

Yoshinobu Shimamura, Chairman of the Council of Wellness Management, is a sports enthusiast and former Minister of Agriculture, Forestry and Fisheries as well as former Minister of Education, Culture, Sports, Science and Technology and current Chairman of the Japan Professional Sports Association.

Takeshi Okawara, Vice-Chairman of the Council of Wellness Management, has made significant contributions to Japanese cuisine as the Chief Director of the Domestic Restaurant Industry Chef Health Insurance Society, former Chairman of the Japan Food Service Association, as well as the Chief Director of the Organization to Promote Japanese Restaurants Abroad.

Tadateru Konoe, Advisor to the Council of Wellness Management, is the President of Japanese Red Cross Society.

The organizations selected to participate as standard-bearers for health management will give presentations on recent examples and organizational measures to illustrate how to create Wellness Management programs.

Message from Chairman Shimamura:

“As many companies are coming together to earnestly promote the health of individuals by making use of the latest research and firmly-established knowledge, I believe that my experience in official positions such as former Minister of Education, Culture, Sports, Science and Technology as well as my great personal interest in correct nutrition from an early age can serve to contribute to such an initiative. This is the reason that I accepted the role of Chairman of the Council of Wellness Management.

In this capacity, I could imagine no greater joy than seeing the Council of Wellness Management forge a path to a healthy and bountiful life for many people.”

Message from Vice-Chairman Okawara:

I have developed a desire to leverage knowledge across industries to develop solutions to health issues by combining the forefront of technological innovation with essential knowledge about diet and nutrition. One defining characteristic of this Council of Wellness Management is the inclusion of a variety of companies from many different industries. It is my aspiration that through the exchange of knowledge of its members, this council develops into a forum for study and enlightenment into methods to shape healthy lifestyles, promote health, and by researching preventive health measures is able to contribute, from a strictly neutral standpoint, to national goals of lengthening healthy lifetimes and cut

medical costs.”

We are honored to be able to welcome Yoshimoto Yutaka, Supervising Coordinator of the Commerce and Information Policy Bureau at the Ministry of Economy, Trade and Industry, to address the council.

For the second session, pioneering companies chosen to represent the Health & Productivity Management* brand promoted by the Ministry of Economy, Trade and Industry and Tokyo Stock Exchange will be presenting on current and forthcoming initiatives of Wellness Management. This second session has received the support of the Ministry of Economy, Trade and Industry.

■Rhoto Pharmaceutical Co., Ltd.

Based on the ideal that in order to provide health and beauty to society at large, “first employees should embody health and beauty in order to produce good products and services,” we established a business unit in 2004 to promote health in body & mind of employees called “All Well Plan Promotion Office”. This business unit set up an initiative dubbed “Smart Camp” which provides suggestions for home cooking based on traditional medical knowledge as well as natural *seitai* (traditional kinesiology).

In 2011 we implemented a “100 Day Health Promotion Project”, a company-wide event which saw an increase in the proportion of employees satisfying health standards from 36% to 42%. This event also led to an increase in health awareness with 80% of employees expressing intent to continue in the spirit of the program. In 2014 we established the position of Chief Health Officer (CHO) in order to further strengthen health frameworks both internally and externally. An effect of this increasing individual health awareness among employees has been a positive trend in our continuing employee “stamina age” measurement, which became one year younger in 2015 as compared to the previous year.

Going forward, we plan to continue to strengthen our commitment to health awareness and initiatives with CHO and employee-led projects as we believe these are contribute to corporate results.

Speaker: Yasunori Kawasaki, Public Relations & CSV Promotion Division Manager, Rhoto Pharmaceutical Co., Ltd.

■The Dai-ichi Life Insurance Company, Limited

In July 2011 we officially announced the “Dai-ichi Life Group ‘Lively Dai-Chi 110’ Health Proclamation” and in April 2013 we added health promotion to the Dai-ichi Life Group companies official guidelines as well as concurrently establishing a “Basic Plan for Health Promotion”. Furthermore, the DSR (Dai-ichi’s Social Responsibility) Promotion Committee, which reports directly to the President, established the “Special Committee for the Improvement and Promotion of Health” aimed at strengthening “Health Management” by implementing the PDCA cycle. The committee has also established a mid-term health promotion plan by which it regularly evaluates the larger plan.

The proportion undergoing follow-up health examinations after Specific Health Screenings was 27.2% six years ago and has not risen to a level of 80.6% through the promotion of Specific Health Screenings and Specific Health Instruction aimed at early detection and prevention of Metabolic Syndrome.

Consequently, the proportion of both male and female employees diagnosed with symptoms of Metabolic Syndrome has been falling each year and the health of employees is reliably improving.

We are also strongly supporting cancer screenings, with the result that around 30 employees are able to benefit from early detection of breast cancer each year. As for mental health, we are strengthening a work reintegration program, leading to a large decrease of rehabilitation work periods and convalescent leave. We have made September “Dai-ichi’s Health Promotion Month” during which we carry out several health promotion measures.

Speaker: Junji Tomoshige, Human Resources Department Manager, Health Promotion Office Head, The Dai-ichi Life Insurance Company, Limited

■Link and Motivation Inc.

From the insight that employee motivation creates an organization's competitive position, our position is that "Competitive Position = Motivation = Health in Body & Mind". We aim to become a role model true to this mantra. With the concept of "Health Management" as a guiding principle, we set up a Wellness Management Unit and established the position of CWO (Chief Wellness Officer) in order to lead company-wide promotion of this framework.

Concretely, we are implementing a survey of employees that measures wellness every six months, considering elements of wellness management from the standpoint of lifestyle habits, work, management, office environment to produce a quantified measurement. In accordance to the results, we have introduced FiNC's Wellness app to improve lifestyle habits, we implement measures to increase the effectiveness and meaningfulness of work to improve work environment, and we hold regular workshops for managers and workplace improvement in order to improve the characteristics of management and office environment. As a result of implementing these measures, we have seen a decrease in the average weight of employees, an improvement of employee productivity as well as a decrease in employee absenteeism. Finally, the motivation of the organization has increased and we have been able to maintain it at a high level.
Speaker: Nobuyuki Kawamura, CWO, Link and Motivation Inc.

※The CWO(Chief Wellness Officer) is charged with crafting initiatives for the promotion of employees' physical and mental health by establishing a management vision. The CWO assumes the ultimate responsibility for the implementation and results of Wellness Management strategies, plans and initiatives to realize this vision.

An explanation on the forward-looking criteria for "Health & Productivity Stock Selection" for organizations will be given by Masami Fujioka (Assistant to the Director of Healthcare Industries Division at the Ministry of Economy, Trade and Industry) and Shuhei Mori (Health Insurance Division, Health Insurance Bureau, Ministry of Health, Labour and Welfare).

The Council of Wellness Management aims to promote Wellness Management through the below activities:

- Sharing best practices of organizations engaged in Health Promotion, lessons learned from implementation of Wellness Management
- Research into the link between employee health and company productivity & results
- Research into the preventive measures possible from the collection and standardization of lifestyle habit data
- Activities leading to increased rates of health screenings
- Activities targeted at dietary education and the need to create healthy lifestyle habits, as well as lessons learned in implementing such activities

With the start of Stress Check (a government-mandated program initiated by Japan's Ministry of Health, Labour and Welfare, requiring business with more than 50 employees to perform an annual evaluation of employee stress levels), the implementation of Wellness Management will become increasingly important as a component of managerial benchmarking. Together we aim to promote this philosophy with the aspiration that a shift towards management styles placing strong emphasis on employee health awareness will make Wellness Management a tenet of first-rate business management around the world.

※ Wellness Management is a management philosophy that considers the physical and mental health of an organization's employees as a centrally important resource, creating frameworks to promote and maintain health. Members of this council, through sharing information on implementing Wellness Management programs and resulting data, aim to improve the promotion of health of their employees. Furthermore, by evaluating the effect of Wellness Management on each company as a whole and sharing this data, the council aims to promote best practices of Wellness Management, widening its scope of activities both domestically and internationally.

※The Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) for the first time, jointly selected

22 enterprises as the “Brand of Companies Enhancing Corporate Value through Health and Productivity Management (Health & Productivity Stock Selection)” and on March 25, 2015, METI hereby announces the enterprises as below. This selection is part of the efforts set in the Japan Revitalization Strategy. The Health & Productivity Stock Selection is a program in which METI and TSE select and introduce attractive enterprises to investors who prioritize improvement in corporate value from a long-term perspective. METI and TSE aim to make the program an incentive for more enterprises to undertake health and productivity management. http://www.meti.go.jp/english/press/2015/0325_01.html

■ 20 Founding Members of the Council of Wellness Management (In Japanese alphabetical order)

ANA Holdings Inc., Curves Japan Co., Ltd., Golf Digest Online Inc, GLP J-REIT, JoyFit (Wellness Frontier Co., Ltd.), SoftBank Group Corp., Tokyo Midtown Clinic, Nihon Kotsu Co.,Ltd., Neo Career Co., Ltd., Nestlé Japan Co., Ltd., Herman Miller Japan Inc., FamilyMart Co., Ltd., FiNC co., Ltd., Forbes JAPAN (atomixmedia, Inc.), Polaris Capital Group Co., Ltd., Mizuho Securities Co., Ltd., euglena Co.,Ltd., Yoshinoya Holdings Co., Ltd., Hot Yoga Studio LAVA (Venture Bank, Inc.), Link and Motivation Inc.

■ 28 Council of Wellness Management Participating Members Organizations (In Japanese alphabetical order)

※Current as of 18 December 2015

iMedical Inc., Allied Architects, Inc., airweave inc., Oisix Inc., All About, Inc., Karuizawa Tourism Association, Karuizawa Social Design Research Center, Kewpie Corporation, CrowdWorks Inc, coconala Inc., Gordon Brothers Japan Co., Ltd., Sangyoui Inc, GeneQuest Inc., Space Market, Inc., Sompo Japan Nipponkoa Himawari Life Insurance Inc., The Dai-ichi Life Insurance Company, Limited, Takara Printing Co., Ltd., Tpoint Japan Co., Ltd., TABLE FOR TWO International, Denkosha Corporation, Medical Net Communications, Inc., Japan Health Promotion Club Secretariat, Mizuho Bank, Ltd., Mitsubishi Estate Co., Ltd., Mitsubishi Jisho Residence Co. Ltd., Rickie Business Solution Co.,Ltd., Loco Partners Inc., Rohto Pharmaceutical Co., Ltd.

■ Council of Wellness Management Observer

Kanagawa Prefecture
Kanagawa Prefecture Yokosuka City

■ Council of Wellness Management Innugurational Meeting

Support (Second Session): Ministry of Economy, Trade and Industry

■ About the Council of Wellness Management

Establishment: 21 December 2015

Chairman: Yoshinobu Shimamura (Former Minister of Agriculture, Forestry and Fisheries; Former Minister of Education, Culture, Sports, Science and Technology; Current Chairman of the Japan Professional Sports Association.)

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