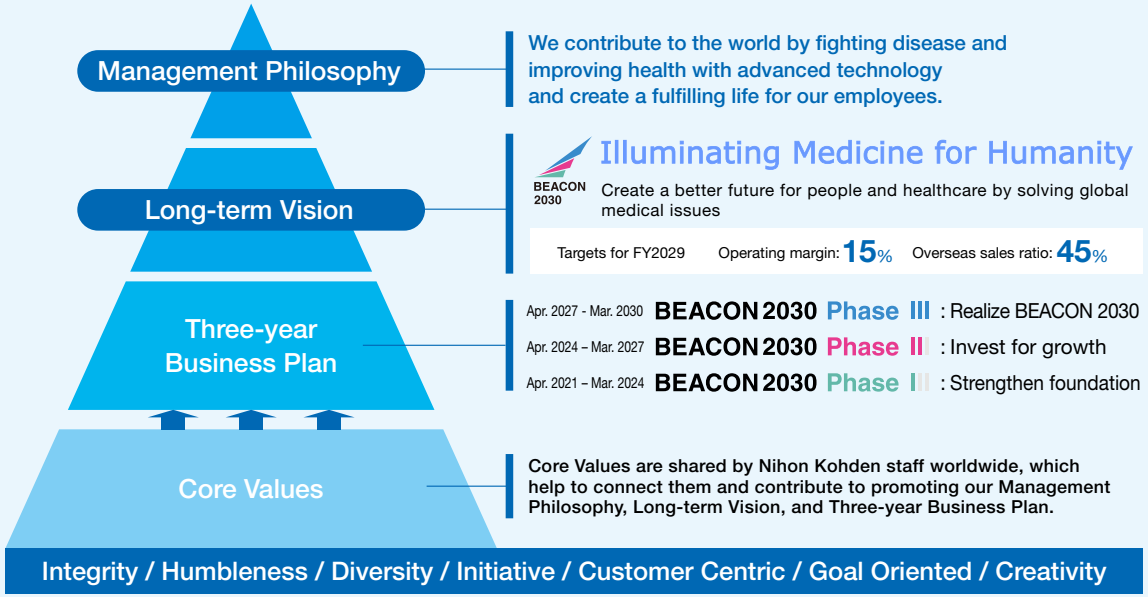
Long-term Vision BEACON 2030 Illuminating Medicine for Humanity

Based on its Management Philosophy that we contribute to the world by fighting disease and improving health with advanced technology, and create a fulfilling life for our employees, in 2020, Nihon Kohden set out its Long-term Vision, BEACON 2030, for the next 10 years to 2030. The Company aims to create a better future for people and healthcare by solving global medical issues. Its Long-term Vision embodies our strong passion: in an ever-changing medical environment, we strive to become a beacon that lights the path forward to the future of people and healthcare around the world by creating new value based on the philosophy we have upheld since our founding.

To realize its Long-term vision, Nihon Kohden has set three transformations to be realized as a company-wide management policy through 2030. We promote these transformations divided into three phases of three years.

Positioning of Management Philosophy, Long-term Vision, Three-year Business Plan, and Core Values



Vision Statement

Illuminating Medicine for Humanity

Create a better future for people and healthcare by solving global medical issues

1 Illuminate the future of medicine through our understanding of humanity

We will seek better patient outcomes and economy of medical care by remaining a close partner with healthcare professionals and patients around the world, and by leveraging our problem-solving capabilities rooted in clinical expertise.

2 Illuminate the lives of many by co-creating unprecedented value

We will realize the optimal care cycle for each patient, by utilizing our core strength in Human Machine Interface technology with advanced digital technology and data collected from medical sites.

3 Illuminate the potential of our people and organization by embracing new challenges

We will build an open-minded and creative team of individuals around the world who take pride in their contribution to healthcare and their mission to solve global medical issues facing humankind.

Three Transformations to realize its Long-term Vision

1 Transform into a global company creating high added value

- Promote overseas business strategies emphasizing high growth and improved profitability
- Develop sophisticated value propositions and cultivate new businesses areas in domestic business
- Create new business models by utilizing our global business foundation

2 Create a solution business providing superior customer value

- Create a business model that helps solve medical issues
- Realize a value creation model that creates value from data, by utilizing our core strength in Human Machine Interface technology

3 Establish a global organization founded on Operational Excellence

- Establish an organizational and governance system in line with our corporate strategy
- Establish a development, production and sales system based on Global Supply Chain Management
- Strengthen global business deployment capabilities by establishing a Center of Excellence

* Human Machine Interface is the user interface that connects human and machine. For Nihon Kohden, this refers to sensor technology, signal processing technology, and data analysis technology.

Long-term Vision BEACON 2030 Illuminating Medicine for Humanity

Value Creation Compass toward 2030

■ **Toward Better Patient Outcomes and Improving the Economy of Medical Care**

The Value Creation Compass is our new value creation model that represents how Nihon Kohden will work to solve medical and social issues by 2030. Nihon Kohden will combine our original technologies and clinical expertise with advanced technology in collaboration with global partners, to create valuable solutions that help solve issues in clinical sites.

● Patient outcomes and economy of medical care

We aim to create value that addresses global medical issues of achieving better patient outcomes and improving the economy of medical care.

● Suitable solutions for each disease and clinical site

We aim to provide the optimal care cycle solution for each patient, from examination, diagnosis, and treatment to home care.

● HMI technology and medical equipment

HMI technology is one of our core strengths and serves as an important touchpoint with patients throughout their clinical journey. HMI technology and medical equipment give us access to patients and clinical sites which enable us to create value.

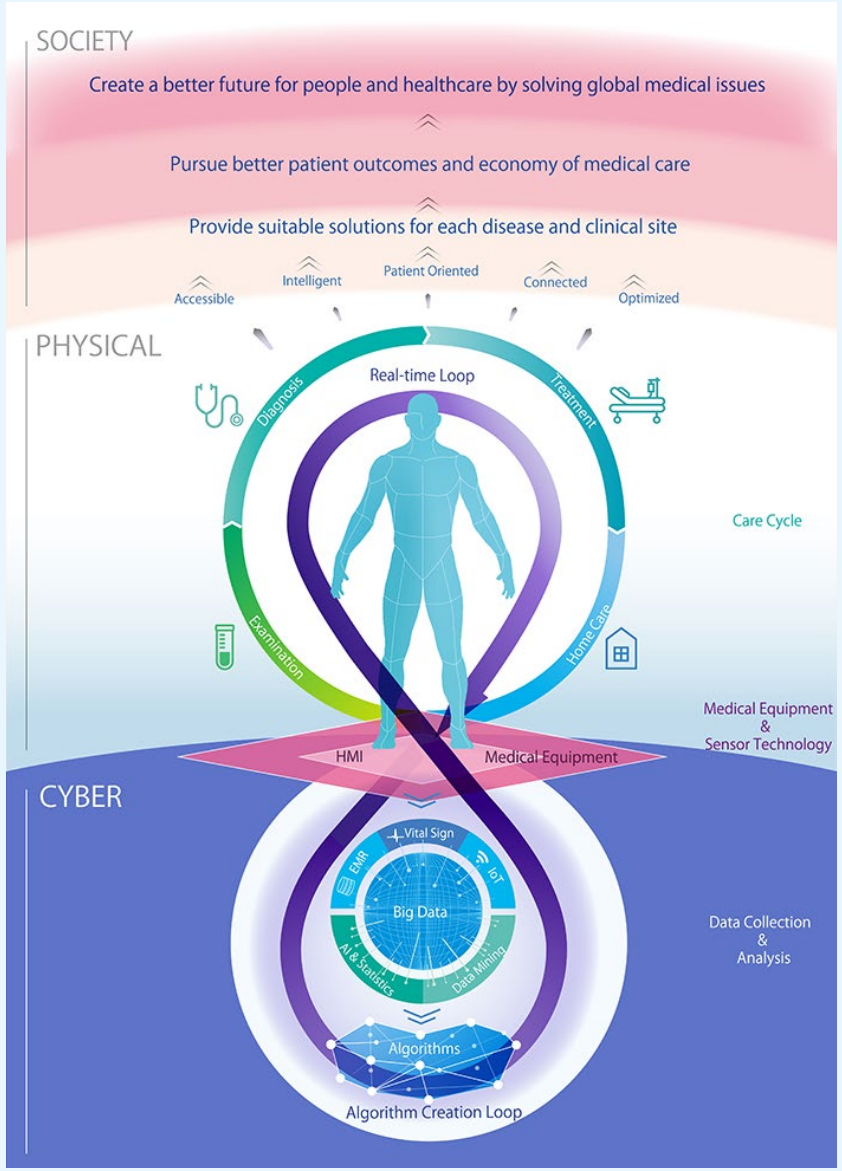
● Value creation from data gathered through clinical sites

Nihon Kohden will develop a data integration platform and pioneer algorithms to create new value from information. Vital sign data, IoT data and EMR information will be integrated as big data. Algorithms for clinical prediction models will be developed using AI and data analysis.

● Real time loop to respond to clinical needs

By combining HMI technology and medical equipment used in the medical field, and new algorithms created from big data analysis, we provide solutions that can respond to clinical needs in real time.

* HMI: Human Machine Interface is the user interface that connects human and machine. For Nihon Kohden, this refers to sensor technology, signal processing technology, and data analysis technology.



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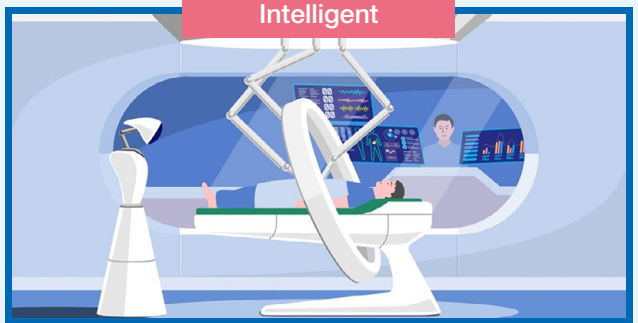
Vision towards 2030 for the Future

Nihon Kohden challenges itself to realize five visions for the future through its Value Creation Compass.
Building on our core HMI technology and the diverse data generated in clinical settings, we will collaborate with research institutions and partners around the world to pioneer algorithms that address medical issues. Through these initiatives, we will provide unique solutions for solving medical issues and contribute to stronger collaboration across regional healthcare systems.

For further details on each aspect of our vision for the future, please refer to our website.

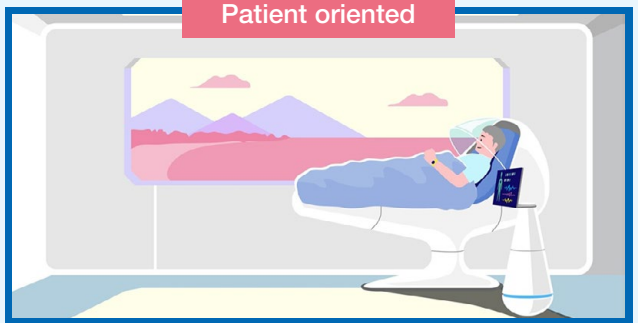
Future of the World

Intelligent



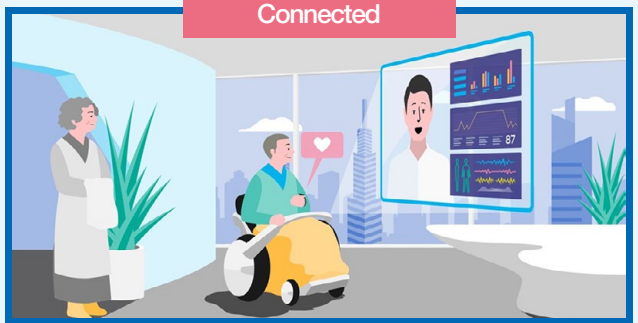
Can we eliminate human error in operating rooms with advances in technology?

Patient oriented



How do we design ICUs where patients can recover in peace and with dignity?

Connected



Can we connect medicine and life, so that people can enjoy their time wherever they desire?

Accessible



How do we bridge the final distance between AEDs and people to save every life possible?



Optimized



How can we create a medical system with both quality and efficiency so that patients, families, and healthcare professionals all thrive?