

# Responding to Health Needs and the Needs of an Aging Society



Mitsui & Co. has responded to the global trend towards the aging of the population by developing senior housing business and providing basic healthcare and other services geared toward a changing disease structure. The keys to solving today's healthcare problems are places, people, goods, services, and information. By organically combining these elements, Mitsui is working to improve healthcare access, quality and efficiency and create a "healthcare eco-system."

We also provide solutions encompassing the entire value chain from pharmaceutical development and manufacturing through to sales. We help the pharmaceutical industry, in emerging healthcare markets including developing countries, to develop and manufacture drugs needed by society, and we play an active role in licensing activities as well.

Moreover, in Asia, where healthcare demand is expected to expand rapidly due to population growth, economic expansion, and demographic aging, we are strengthening our business base centered on hospitals, which we see as core elements in the healthcare eco-system. Other priority areas include building up of hospital ancillary service business, an area with strong growth potential, and development of new business, such as prevention, disease management, remote healthcare and personalized medicine through digital transformation and introduction of innovative technologies. By contributing to the advancement of healthcare from the perspectives of accessibility, quality and efficiency, we will help to build a society in which people can enjoy healthy, fulfilling lives.

## Providing Solutions to the Rise in Healthcare Costs Resulting from Population Growth and Demographic Aging

Activity

SDGs : 3.8, 3.d

In recent years, there has been increasing interest in new solutions to the global problem of soaring healthcare costs due to population growth and demographic aging. Those solutions focus on the promotion of health and the reduction in disease risks through preventive medicine. Through its investment and participation in GOQii Inc., Mitsui is introducing presymptomatic and preventive healthcare platforms based on the use of wearable devices and smartphone apps in India. GOQii's platform offers various solutions, including online health data management tools, real-time personal health coaching services, e-commerce stores, regular medical checkup management tools, and the unique "GOQii Cash" program, which provides cash discounts



through health management. Other features include health insurance premium discounts based on health management data. By working with our partners and accelerating the expansion of services, we aim to roll out global programs that will enable more people to enjoy better health and improved lifestyles.

## Reducing Fat While Optimizing Taste through Aromatics

Activity

SDGs : 3.d

Awareness of the importance of healthy life expectancy is reflected in a growing emphasis on the role of diet as a starting point for disease prevention. A low-fat diet is seen as the most effective way to reduce calorie intake, while a shift from animal to vegetable fats is recommended for those wishing to reduce their bad cholesterol levels. However, a major drawback with these diets is their blandness. Consumers want delicious foods that will reduce their intake of animal fat. Soda Aromatic Co., Ltd. ("Soda Aromatic"), a Mitsui associated company, is working to meet this need by developing flavorings.

The "fat flavor" additive developed by Soda Aromatic, which is a flavor made of a kind of lactone, one of the aroma essences, as a principal ingredient, enhances the natural richness, depth, and oiliness of low-fat foods and beverages, such as foods containing reduced butter, and sauces. When foods are produced using vegetable rather than animal fats, the addition of this product allows the fat content to be reduced by about 30% without compromising the taste. From the "virtual water" perspective, this product also has high environmental value because of its contribution to reductions in the use of livestock-derived fat.

Soda Aromatic will continue to contribute to the development of a healthier and more sustainable society by providing flavorings that enhance the taste of food.



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**Improving Nutrition for the Elderly**

Activity

SDGs : 2.2, 3.d

In the healthcare and elderly care industries, there is a growing interest in the potential of nutrition therapy to alleviate economic burdens, including the reduction of hospitalization times, and improve the quality of life (QOL) for inpatients and their families. Nutrition therapy is a method for enhancing natural healing powers through the consumption of appropriate amounts of dietary elements that are lacking, with the aim of preventing diseases or slowing their advance, and alleviating symptoms. However, while nutrition therapy is especially beneficial for the elderly, their ability to maintain an appropriate diet is compromised by other issues, such as the decline of swallowing functions, which can lead to aspiration pneumonia and other conditions. NUTRI Co., Ltd., a Mitsui associated company, has specialized in nutrition therapy since its establishment half-a-century ago. It has focused in particular on nutritional supplements and solutions for dysphagia sufferers. As a leading manufacturer of nutritional and swallowing support products for the elderly, NUTRI is helping to solve an important social issue through the development and supply of processed foods and beverages for use in nutrition therapy and elderly care.



Nutritional support and dysphagia support products developed by NUTRI

**Improving Healthcare Access and Reducing Healthcare Supply-Demand Gaps**

Activity

SDGs : 3.8, 3.b

We have developed manufacturing and sales business for high-quality pharmaceuticals needed by society, particularly in Russia via JSC R-Pharm, which is the country's largest pharmaceuticals company, and in China through Shenzhen Main Luck Pharmaceuticals Inc. We are seeking to improve access to medical treatment and fill in the gaps between supply and demand in the medical field in developing countries. In addition, we are working to improve access to medical treatment in developing countries by ensuring fair price-setting in accordance with each country's pharmaceuticals price-setting system.

**Responding to Global Health Problems**

**— Fighting Infectious Diseases (Malaria, Measles, etc.)**

Activity

SDGs : 3.3

The operation company for the Jirau hydropower generation in Brazil has entered into a public-private partnership agreement with the State of Rondônia and the City of Porto Velho. Under this agreement, the company has been implementing a social contribution and environmental action program since 2009, with the aim of improving the health and sanitary environment for local residents. Particular emphasis is being placed on measures to combat malaria. The company has been working on building hospitals and basic healthcare

facilities to provide residents with access to medical examinations and treatment. It has also been working on providing mobile floating hospitals (vessels) to offer services in isolated upstream communities along the Amazon River. Other initiatives include healthcare education and seminars for local residents, and enhancing anti-malaria measures, among others. As part of its contribution to vector control efforts, the company has donated eradication materials and research equipment and brought scientists, exterminators, and other experts to the region. It has also distributed 10,000 mosquito nets impregnated with long-lasting insecticide (MILDs) and conducted eradication campaigns, including vector propagation monitoring and mist spraying of insecticides. As a result of these comprehensive efforts, the number of malaria cases in the region was reduced by 90% between 2010 and 2017. This has earned considerable international recognition, and in 2015 the State of Rondônia received the "Malaria Champions of the Americas Award" from the World Health Organization (WHO).

In 2017, a nurses' accommodation built with a donation from Mitsui was opened in the Central Region of Ghana. This initiative has further strengthened efforts to respond to serious global health priorities, including measures to combat outbreaks of malaria and measles in the region, and the provision of emergency night-time maternity care.

**Consideration for the Handicapped and Elderly through Building Designs and the Senior Housing Business**

Activity

SDGs : 11.3, 11.7

Through the senior housing business of its U.S. subsidiary, MBK Senior Living LLC, Mitsui is helping to improve the lifestyle infrastructure for an aged society by creating facilities that can be used with confidence by elderly and handicapped people. Also, in Japan, another subsidiary, Mitsui & Co. Real Estate Ltd., is responding to the needs of aged and handicapped people in its development activities for the Shinbashi-Tamura-cho District Redevelopment project by adding special functions from the planning stage. And similarly, in its Ohtemachi OH-1 Project, Mitsui is taking various needs of variety of people into consideration in their planning and construction, including the provision of multi-purpose toilets and elevators with additional functions that meet the needs of aged and handicapped users.



MBK Senior Living's serviced apartments targeting seniors

**Our Stories: Enhance quality of life**

**P.23** Contribution to Addressing a Variety of Different Medical Problems through the Building of a Healthcare Ecosystem

SDGs: 3.4, 3.8

