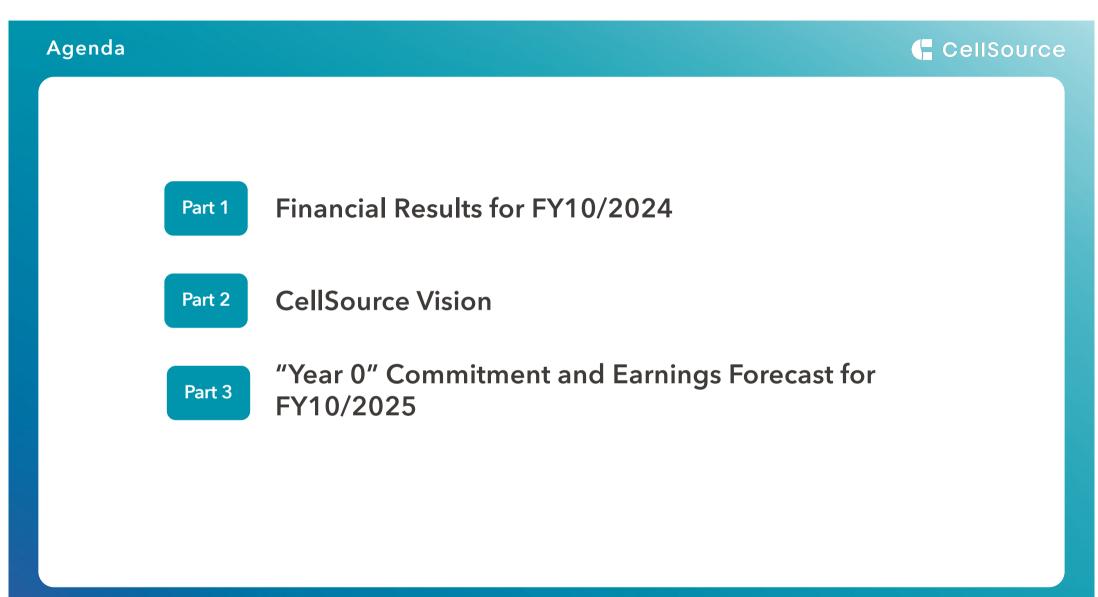


FY10/2024 Earnings Presentation and CellSource Vision

CellSource Co., Ltd (TSE Prime: 4880)

December 12, 2024



Part 1 Financial Results for FY10/2024

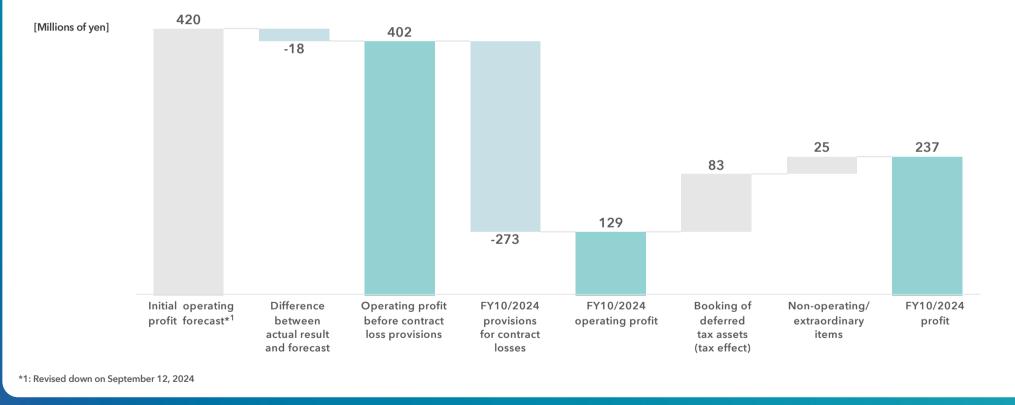
Sales were largely as expected in full-year FY10/24, but operating profit missed forecast

- Sales at the mainstay business of contract processing services fell 12.8% YoY. Thus, although cosmetics sales rose 126.1%
 YoY and medical device sales grew 30.3% YoY, overall sales fell 3.4% YoY to JPY4,355 million (99.5% of revised forecast¹).
- We revised our revenue outlook for the synovial stem cell processing service and accordingly booked JPY273 million in contract loss provisions, an amount equivalent to future license fee payments.
- As a result of these provisions for the synovial stem cell processing service and a lower-than-expected sales weighting for contract processing services, which have a high gross profit margin, operating profit fell 89.4% YoY to JPY129 million (30.7% of revised forecast¹). Excluding the impact of the contract loss provisions, operating profit fell 67.1% YoY to JPY402 million (95.6% of revised forecast¹).
- Operating profit decreased despite the booking as non-operating income of subsidies for the purchase of equipment for the synovial stem cell processing service and extraordinary income from the sale of shares, resulting in profit falling 74.2% YoY to JPY237 million (56.9% of revised forecast¹).

1: Forecast revised on September 12, 2024

Impact of contract loss provisions for synovial stem cell processing service

Having determined that the synovial stem cell processing service would prove difficult to monetize, we recorded an amount equivalent to license fee payments through March 2032 as provisions for contract losses



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Fundamental issues and inadequacies

Resources have become scattered over nine years of gradually expanding the scope of operations,

reducing consideration given to client needs at each business

Main issues identified	 Absence of a patient-centric business strategy at contract processing business Lack of growth strategy for new businesses and overly optimistic outlook for capturing market Increase in back-office expenses due to service decentralization
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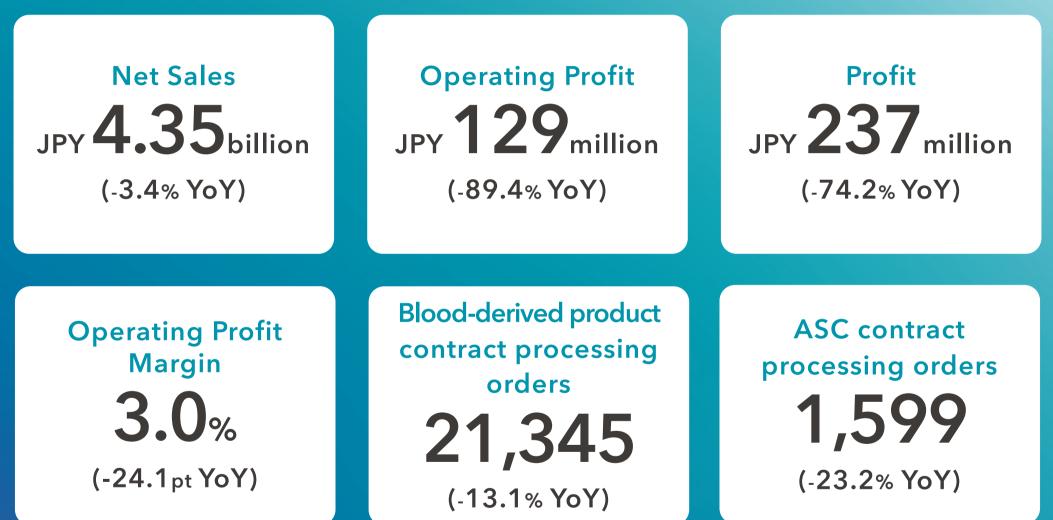
We promoted selection and concentration of businesses, initially concentrating management resources on the core market of orthopedic clinics and formulating the

CellSource Vision

to better address customer needs

Performance Highlights for FY10/2024

CellSource



7 As of FY10/2024, the number of contract processing orders is calculated as of when the order is fulfilled (previously as of when the order is received). As the impact of this change is minimal, figures for FY10/2023 and earlier have not been retroactively revised.

Performance Summary

Millior	ns of yen]	FY10/2024 Q3	FY10/2024 Q4	QoQ	FY10/2023	FY10/2024	YoY	Forecast*1	Achievement rate ^{*1}	FY10/2024 Reference*2	Achievement rate Reference ^{*2}
Net	sales	1,113	1,013	-9.0%	4,510	4,355	-3.4%	4,374	99.5%	4,374	99.5%
Gros	ss profit	694	297	-57.2%	3,185	2,417	-24.1%	-	-	-	-
	Gross profit margin	62.4%	29.4%	-33.0pt	70.6%	55.5%	-15.1pt	-	-	-	-
Ope	erating profit	106	-258	-342.8%	1,221	129	-89.4%	420	30.7%	402	95.6%
	Operating profit margin	9.6%	-25.5%	-35.1pt	27.1%	3.0%	-24.1pt	-	-	-	-
Ord	inary profit	107	-259	-341.1%	1,194	236	-80.2%	527	44.9%	509	96.6%
Prof	ït	74	-136	-283.6%	923	237	-74.2%	417	56.9%	-	-

Blood-derived product contract processing orders	5,832	4,997	-14.3%	24,550	21,345	-13.1%
ASC contract processing orders	439	421	-4.1%	2,083	1,599	-23.2%

*1: Downward Revision of the FY10/2024 announced on 12/09/2024

* 2 : Reference value calculated assuming no provision for contract loss was recorded

Net Sales

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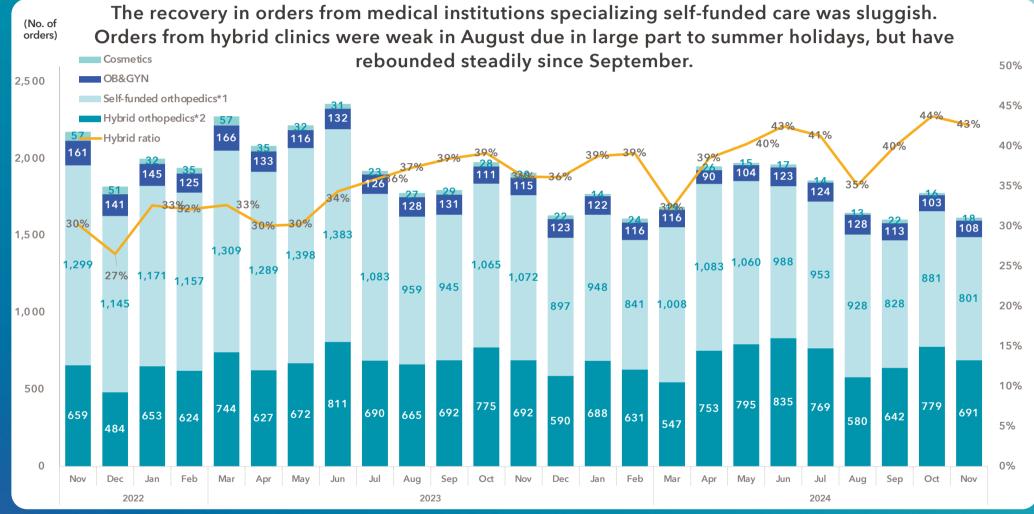
Despite growth in sales of medical devices and cosmetics, overall sales fell 3.4% YoY due to a slowdown in contract processing services and expiration of some consulting service contracts



FY10/2023	FY10/2024	YoY
Total	N	lillions of yen
4,510	4,355	-3.4%
Contract processing s	ervices	
3,146	2,743	-12.8%
Consulting services		
435	185	-57.3%
Medical device sales		
704	918	+30.3%
Cosmetic sales and ot	her	
224	507	+126.1%

Monthly Contract Processing Orders for Blood-derived Products by Department

CellSource



*1: Of orthopedic clinics specializing in self-funded treatment, refer to the mainstay medical corporation groups
 *2: Of orthopedic clinics, those excluding *1 (medical corporation groups specializing in self-funded treatment)

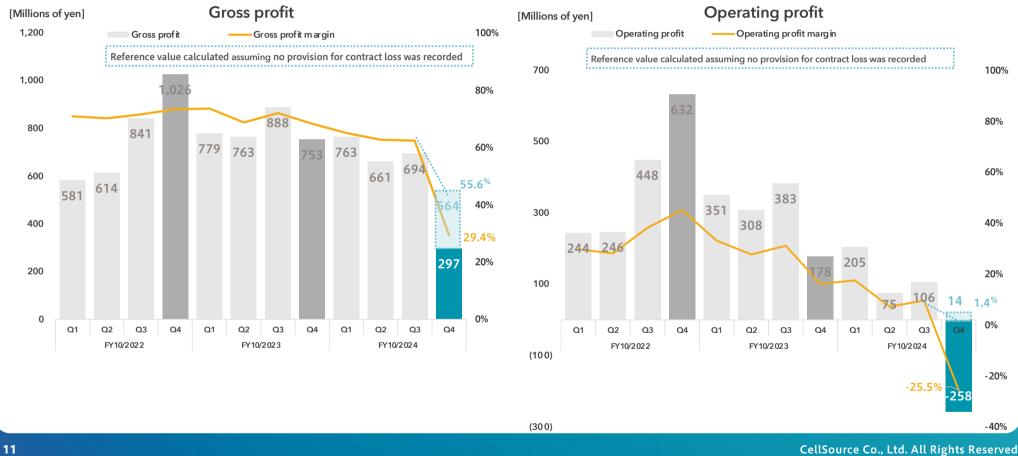
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The number of contract processing orders is based on the preliminary number of orders for fee-based services only

Gross Profit and Operating Profit

CellSource

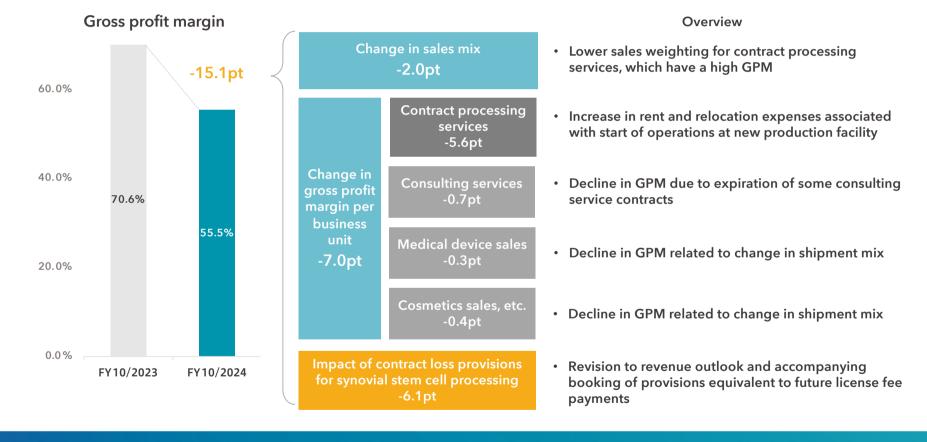
Gross profit declined YoY owing to falls in sales and gross profit margin Although SG&A expenses were kept within expected range, operating profit fell YoY



Analysis of Gross Profit Margin

CellSource

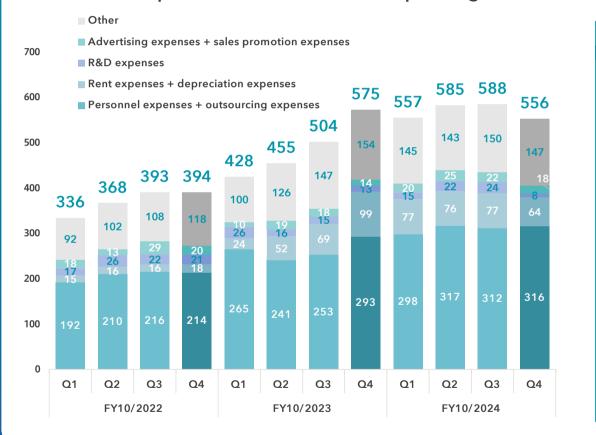
GPM decreased due to cost increase associated with start of operations at new production facility for contract processing services, and impact of contract loss provisions for synovial stem cell processing



SG&A Expenses

CellSource

SG&A expenses were largely flat YoY as expected, thanks to decrease in strategic spending on new production facilities and expanding work force. Cost cutting proceeded apace.

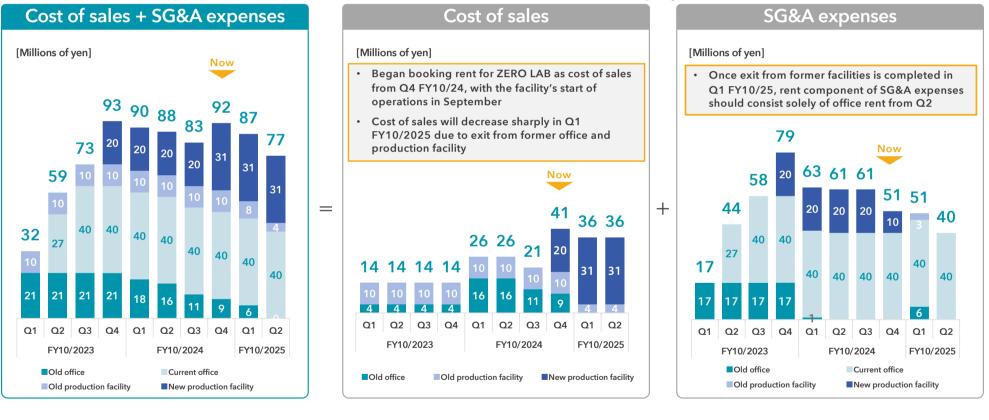


FY10/2023		FY10/2024	YoY
Тс	otal		Millions of yen
	1,963	2,288	+16.5%
	Personnel expenses +	- outsourcing expenses	
	1,053	1,246	+18.3%
	Rent expenses + dep	reciation expenses	
	245	296	+20.7%
	R&D expenses		
	72	71	-2.0%
	Advertising expenses	+ sales promotion expense	S
	63	87	+38.0%
	Other		
	528	586	+11.1%

Rent Expenses

CellSource

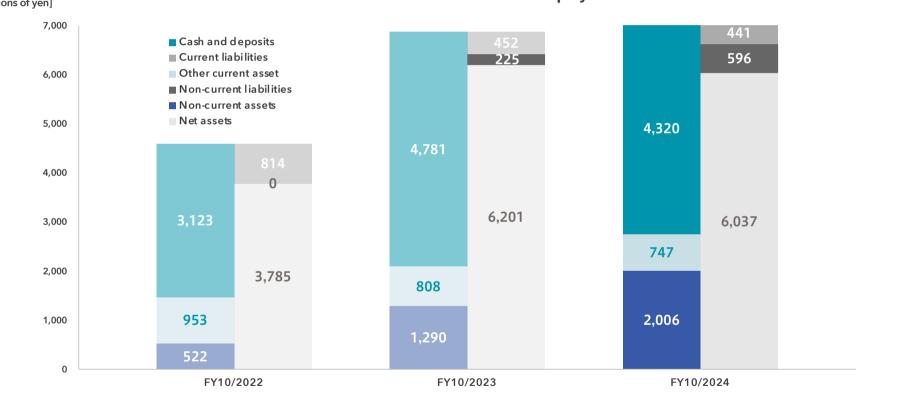
Transfer to new blood-derived product contract processing manufacturing facility was completed in FY10/2024. Exit from former office and manufacturing facility should be completed in Q1 FY10/25, resulting in decrease from Q2 in inefficiencies associated with doubling up of facilities



Balance Sheet

CellSource

Fixed assets increased due to capital investment in a new production facility. Fixed liabilities increased due to the booking of contract loss provisions for the synovial stem cell processing service. Net assets decreased with the start of dividend payments.



KPIs Appendix

Business KPI Highlights for FY10/2024

Number of partner medical institutions

1,955 (+206 YoY)

Blood-derived product contract processing orders (full year)

21,345

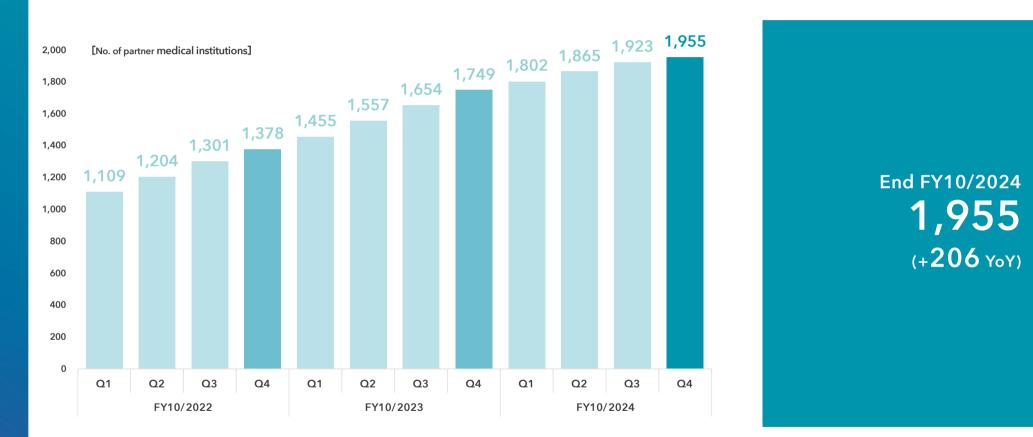
(-13.1% YoY)

Adipose-derived stem cell contract processing orders (full year)

1,599 (-23.2% YoY)

17 As of FY10/2024, the number of contract processing orders is calculated as of when the order is fulfilled (previously as of when the order is received). As the impact of this change is minimal, figures for FY10/2023 and earlier have not been retroactively revised.

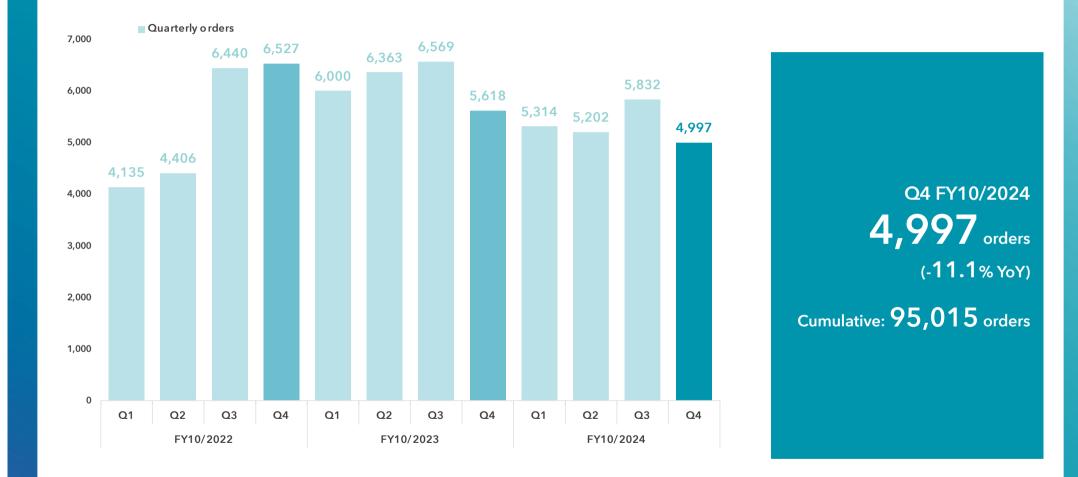
Number of Partner Medical Institutions^{*1}



*Note: Excludes the number of closed medical institutions specializing in self-funded treatment

Number of Contract Processing Orders for Blood-derived Products

CellSource



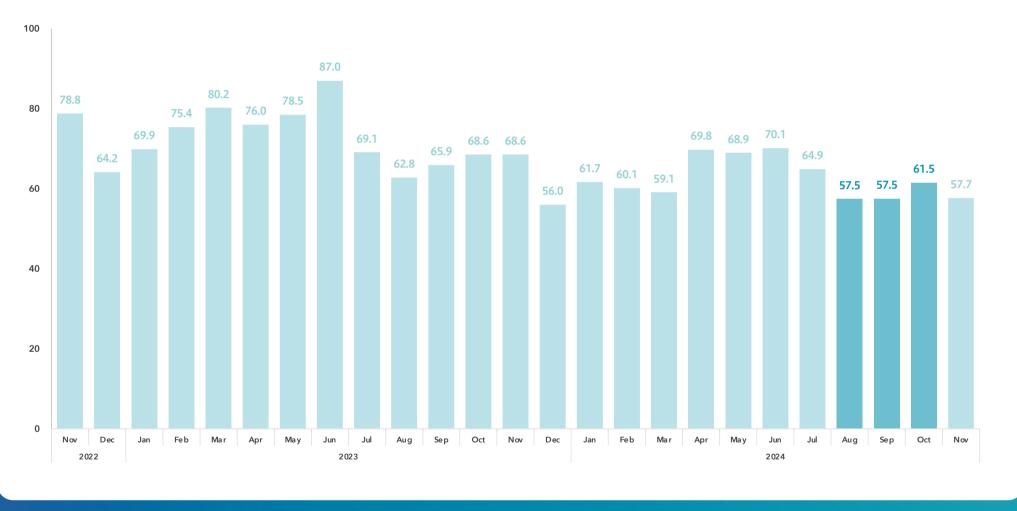
19 As of FY10/2024, the number of contract processing orders is calculated as of when the order is fulfilled (previously as of when the order is received). As the impact of this change is minimal, figures for FY10/2023 and earlier have not been retroactively revised.

Number of Contract Processing Orders for Adipose-derived Stem Cells (ASC)



20 As of FY10/2024, the number of contract processing orders is calculated as of when the order is fulfilled (previously as of when the order is received). As the impact of this change is minimal, figures for FY10/2023 and earlier have not been retroactively revised.

Daily Average Number of Contract Processing Orders



CellSource Co., Ltd. All Rights Reserved Daily average number of contract processing orders is calculated based on preliminary number of processing orders.

KPIs Comprising the No. of Blood-derived Product Processing Orders

		FY10/2023		FY10/	FY10/2023	FY10/2024		
		Q4	Q1	Q2	Q3	Q4	Latest twelve months (LTM)	Latest twelve months (LTM)
	Number of partner medical institutions (quarter-end)	16	16	16	14	15	16	15
Specializing in	Active ratio ^{*3}	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
self-funded treatment ^{*1}	No. of orders per active medical institution	185.6	182.3	183.3	214.4	175.8	887.7	765.8
	No. of orders	2,969	2,917	2,932	3,001	2,637	14,203	11,487
	Number of partner medical institutions (quarter-end)	1,200	1,259	1,304	1,352	1,378	1,200	1,378
	Active ratio ^{*3}	41.8%	38.4%	37.5%	39.4%	36.6%	60.3%	56.6%
Hybrid ^{*2}	No. of orders per active medical institution	4.2	4.1	3.9	4.5	4.0	11.2	10.6
	No. of orders	2,132	1,970	1,931	2,392	2,003	8,096	8,295
	Number of partner medical institutions (quarter-end)	1,216	1,275	1,320	1,366	1,393	1,216	1,393
	Active ratio ^{*3}	42.6%	39.1%	38.3%	40.0%	37.3%	60.9%	57.1%
Total	No. of orders for active medical institution	9.8	9.8	9.6	9.9	8.9	30.1	24.9
	No. of orders	5,101	4,887	4,863	5,393	4,640	22,299	19,782

*1: Of the orthopedic clinics specializing in self-funded treatment, refers to those belonging to key clinic groups

*2: Of orthopedic clinics, refers to medical institutions excluding those belonging to clinic groups specializing in self-funded treatment in *1 above *3: The ratio of medical institutions from which we have received at least one order as of the end of the specified quarter

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Quart	erly Results										G	CellS	ource
			FY10/	2022		FY10/2023				FY10/2024			
[Millions of yen]	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net Sales		820	876	1,175	1,400	1,059	1,111	1,235	1,104	1,173	1,054	1,113	1,013
	Contract processing services	549	581	757	887	743	735	873	793	664	671	712	694
	Consulting services	59	59	111	125	113	109	134	77	56	62	42	24
	Medical device sales	171	159	171	166	180	177	166	179	297	188	225	206
	Cosmetic sales and other	39	75	135	220	21	88	60	53	154	130	133	87
SG&A expen	ises	336	368	393	394	428	455	504	575	557	585	588	556
Operating p	rofit	244	246	448	632	351	308	383	178	205	75	106	-258
Profit for the	quarter	155	152	280	428	216	194	265	248	143	156	74	-136
Total assets		3,202	3,545	3,825	4,599	4,416	4,812	5,017	6,879	6,807	6,876	6,864	7,074
Net assets		2,884	3,048	3,348	3,785	4,005	4,201	4,487	6,201	5,960	6,096	6,170	6,037
EBITDA		257	261	464	649	366	323	403	208	234	110	145	-206
FTE ^{*1}		130	142	145	153	160	176	191	198	208	211	207	204
EBITDA per o	employee (unit:1,000yen) ^{*2}	1,974	1,844	3,193	4,250	2,297	1,836	2,112	1,050	1,129	522	702	-1,012
Number of C	Contract Processing Orders ^{*3}	4,488	4,711	6,892	7,071	6,520	6,878	7,186	6,049	5,685	5,570	6,271	5,418
	ASC contract processing orders	353	305	452	544	520	515	617	431	371	368	439	421
	Blood-derived product contract processing orders	4,135	4,406	6,440	6,527	6,000	6,363	6,569	5,618	5,314	5,202	5,832	4,997
Number of p (quarter-end	artner medical institutions	1,109	1,204	1,301	1,378	1,455	1,557	1,654	1,749	1,802	1,865	1,923	1,955

*1: FTE (full-time equivalent) = Total working hours of employees / (Number of working days x 8 hours)

23 *2: FTE used for number of personnel in denominator

CellSource Co., Ltd. All Rights Reserved As of FY10/2024, the number of contract processing orders is calculated as of when the order is fulfilled (previously as of when the order is received). As the impact of this change is minimal, figures for FY10/2023 and earlier have not been retroactively revised.

*3: Does not include contract processing orders for synovial stem cells

Part 2 CellSource Vision

First things first

This year, we visited medical institutions across the country and listened to the voices

of doctors, staff, and patients.

We were struck anew by the importance of our business,

getting a tangible sense of the challenges involved, particularly our lack of

understanding of the on-site realities in medical institutions and patient needs.

This year marks the 10th anniversary of CellSource's founding.

We plan to return to our beginnings, reconstruct our vision, and move forward as a

united company, working tirelessly towards its realization.

CellSource Vision

Eliminating knee pain

"Knee health" is a major issue for Japan's aging society

CellSource

- In Japan, joint disease affects 55% of people aged 40 and over, and the risk of needing nursing care is six times higher than for the general population*¹
- Joint disease is a major factor in the need for support and nursing care, and in shortening healthy life expectancy

Number of patients diagnosed via X-ray (potential patients)

About 25 million*1

People with symptoms such as pain, stiffness, swelling, etc.

About 8 million*1

Number of people undergoing knee replacement surgery

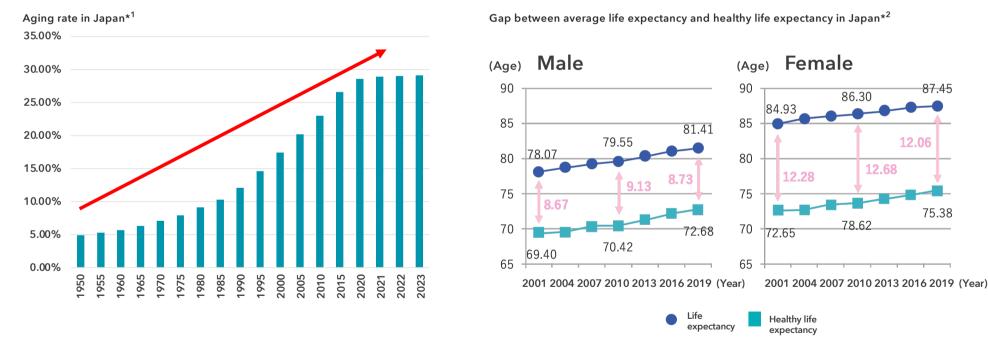
> About 100,000 annually^{*2}

*1: References 2023 edition of the Japanese Orthopaedic Association (JOA) clinical practice guidelines on the management of Osteoarthritis of the knee *2: Ministry of Health, Labour and Welfare, 1st-8th NDB Open Data (National Database of Health Insurance Claims and Specific Health Checkups of Japan)

Healthy life expectancy is another issue of growing importance in Japan

• The aging rate in Japan (percentage of people aged 65 and over) has already risen to about 30%

- Healthy life expectancy has increased due to increased health awareness and advances in medical care, but the gap versus average life expectancy has not narrowed
- This is driving up medical expenses for society as a whole



*1: Ministry of Internal Affairs and Communications, Population Estimates

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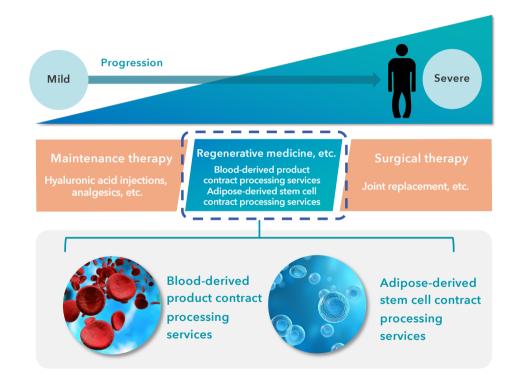
*2: Ministry of Health, Labour and Welfare 2021, The healthy life expectancy in Japan for the year 2019 (Reiwa 1)

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To address this issue, CellSource has provided regenerative medicine and other contract processing services

CellSource

- Promoting regenerative medicine uptake by acting as a "central kitchen" for medical institutions
- Creating an environment that supports delivery of regenerative medicine to patients

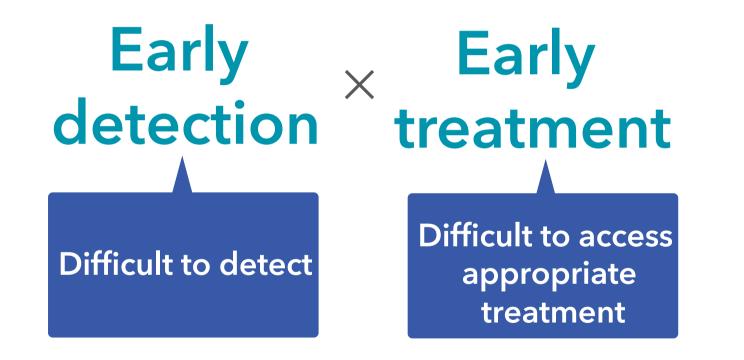




The fundamental issues surrounding "knee health" have become apparent over CellSource's nine years in operation

CellSource

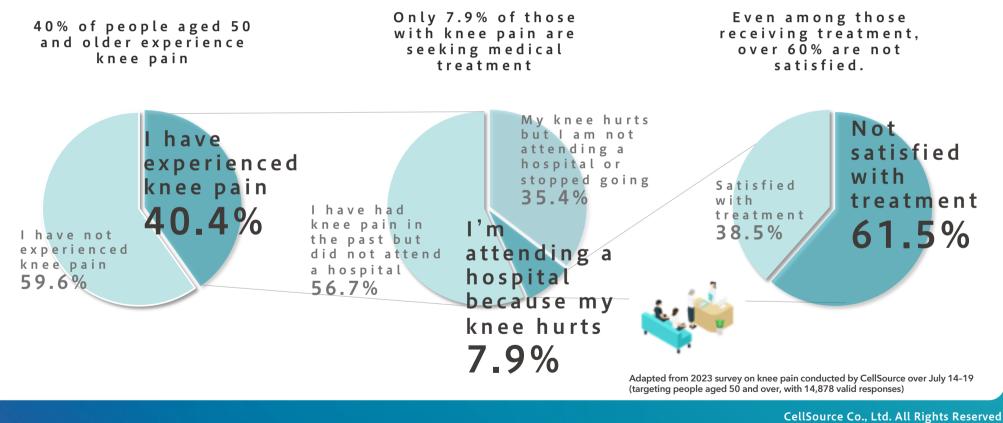
The below two points are extremely important in treating knee pain , but in reality...



Patients are still not receiving adequate treatment

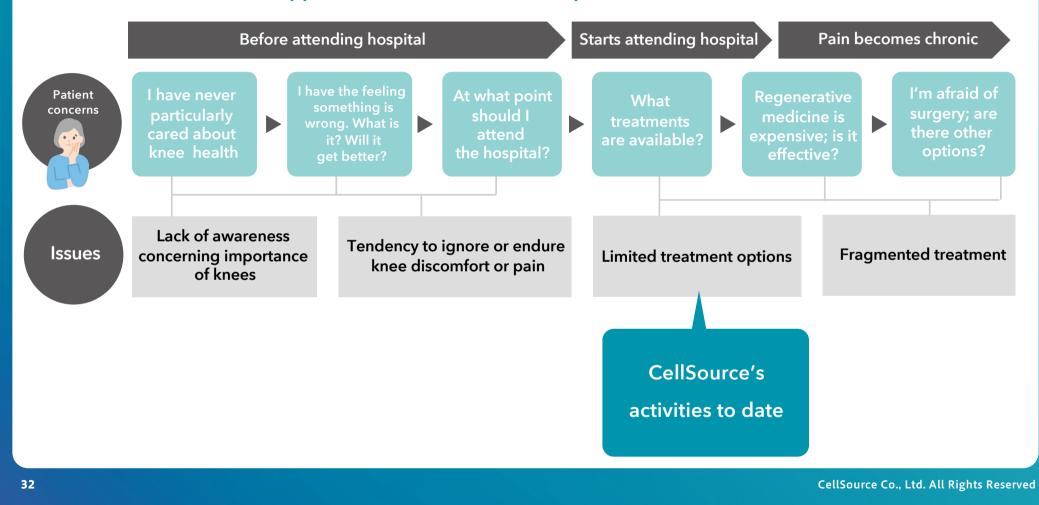
CellSource

- Less than 10% of people with "knee pain" are attending medical institutions
- More than 60% of people are not satisfied with their current treatment



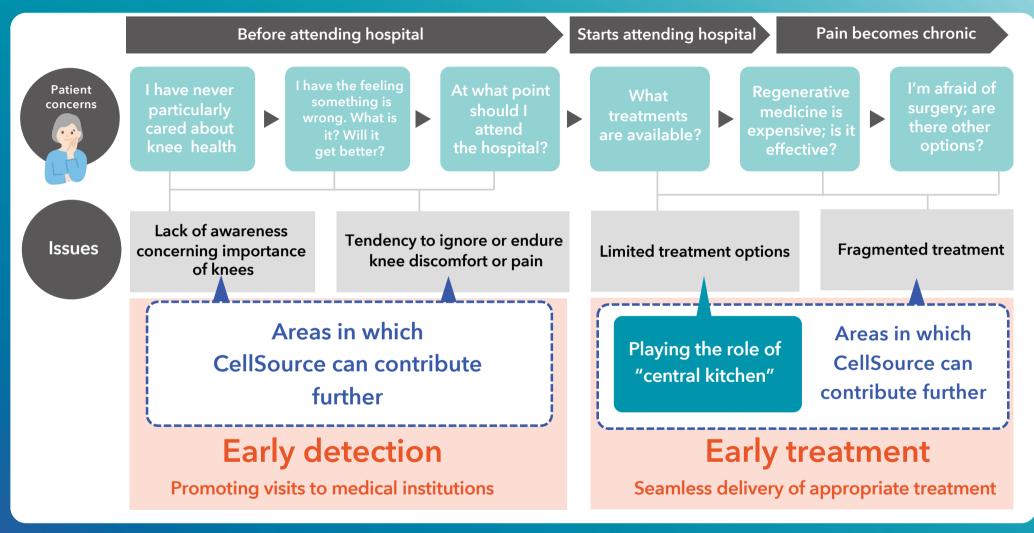
Knee treatment issues from the patient's perspective and CellSource's activities to date

• A more multifaceted approach is needed to address patient concerns



Role expected of CellSource in the future

CellSource



From "implementation in medical institutions" to full-scale "implementation in society"

to Doctor	to Consumer with Doctor with Business
PHASE 1 Implementation in medical institutions	PHASE 2 Implementation in society

Expanding innovative treatment options through regenerative medicine at medical institutions

"When attending a hospital with knee pain, regenerative medicine is presented as a treatment option" Collaborating with partners to deliver personalized medical care closer to patients

"When knee irregularities are readily recognized and appropriate care and treatment plans are always provided" The future of CellSource



CellSource aims to transition from

a company that eliminates knee "pain"

to a company that eliminates knee "concerns"

Future initiatives

CellSource



Please watch this video to get an idea of CellSource's future initiatives

(in Japanese)

Future initiatives (from Video)

CellSource

Creating an ecosystem running the gamut from detection to treatment, allowing people to remain • in optimal health without even noticing Mild pain, Chronic Normal Strong pain discomfort pain Improving lifestyles and Seamless delivery of treatment experience understanding of symptoms appropriate for symptoms and their severity Improving Health healthcare management literacy Establishing exercise routines [Improving the quality of the social environment] [Improving individuals' behavior and health status] 37 CellSource Co., Ltd. All Rights Reserved

Overview of CellSource Vision

	Until now	In future	
Our vision	Toward a world in which people can choose their own knee pain treatment	Toward a world in which no one need to be concerned with knee pain	
What needs to be done to realize that vision	Making regenerative medicine the norm in knee pain treatment	Enabling early detection and early treatment for knee complaints	
Strategy	Supporting uptake of regenerative medicine by serving as "central kitchen"	Creating an ecosystem by strengthening ties with medical institutions and partner companies	
Value provided ACTION	Available anywhere in JapanEnsuring there is always a better treatmentAdding to partner medical institutionsUpdating technologies	Seamless delivery of treatment experience appropriate for symptoms and their severity Strengthening ties with medical institutions Everything from prevention to treatment Strengthening ties with partner companies	

CellSource

Part 3 "Year 0" Commitments and Earnings Forecast for FY10/2025

CellSource

Three commitments in CellSource Vision "Year 0"



Optimize management resource allocation

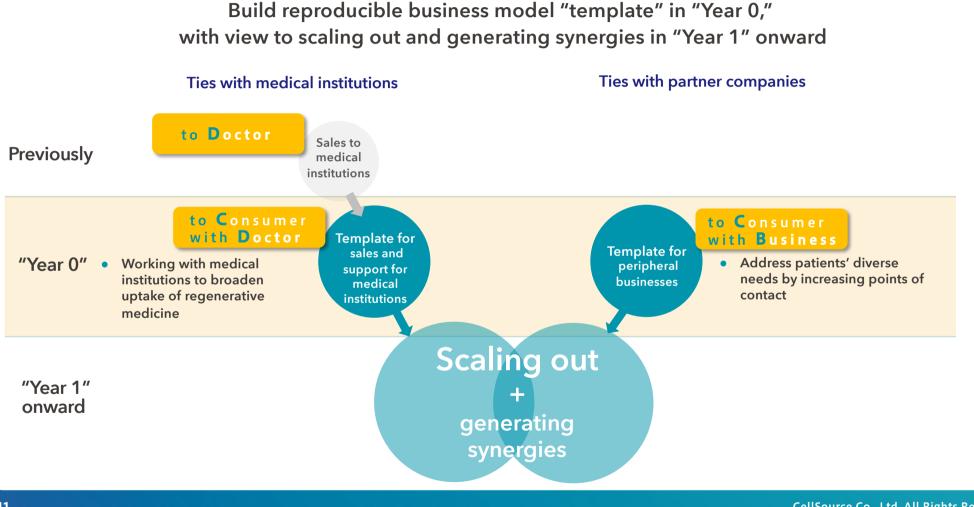
- Clarify focus areas and concentrate management resources
- Conduct a thorough cost review in other areas including back-office departments

Expand existing business targeting orthopedic clinics (measures targeting medical institutions)

- Transition from sales strategies targeting hybrid orthopedic clinics to "execution phase" of sales strategies targeting the medical institutions that are our main target
- Start offering management support to hybrid orthopedic clinics, supporting clinics that share our CellSource Vision
- Generate recovery in contract processing orders by strengthening support for orthopedic clinics specializing in self-funded treatment, helping clinics identify management issues and devise solutions
- **Upfront investment to realize CellSource Vision (measures targeting partner companies)**
 - Address patients' non-treatment needs by trialing disciplined upfront investments in tandem with partners as means of expanding scope of business in the orthopedic field

Targeting next fiscal year as "Year 1" and focusing on creating "templates" this fiscal year

CellSource



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We expect 3.4% increase in net sales and sharp improvement in profits in FY10/2025

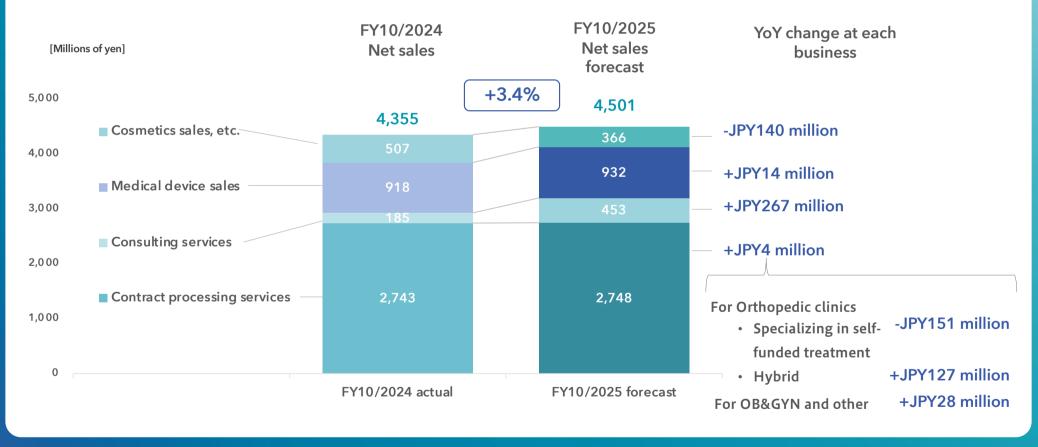
	Earnings forecast			
(JPY million)	Net sales	Operating profit	Ordinary profit	Profit
Full-year FY10/2025 consolidated earnings forecast	4,501	370	372	255
% ҮоҮ	+3.4%	+186.9%	+57.6%	+7.2%
Ref: FY10/2024 result	4,355	129	236	237

- Net sales: We expect growth in sales from contract processing services and medical device sales, but a decrease in cosmetics sales. We expect a contribution from the new business providing support for medical institutions, which should be up and running fully from Q2.
- Operating profit: Rent and depreciation costs for the former production facility will continue to depress profits in Q1, but we see operating profits swinging upward in Q2 and improving with every quarter thereafter, as the new business supporting medical institutions becomes fully operational and initiatives at the contract processing business start to bear fruit.
- Profit: In FY10/2024 we booked gains on the sale of investment securities and subsidy income, but no major non-operating items are expected in FY10/2025.

Earnings Forecast for FY10/2025: Net sales

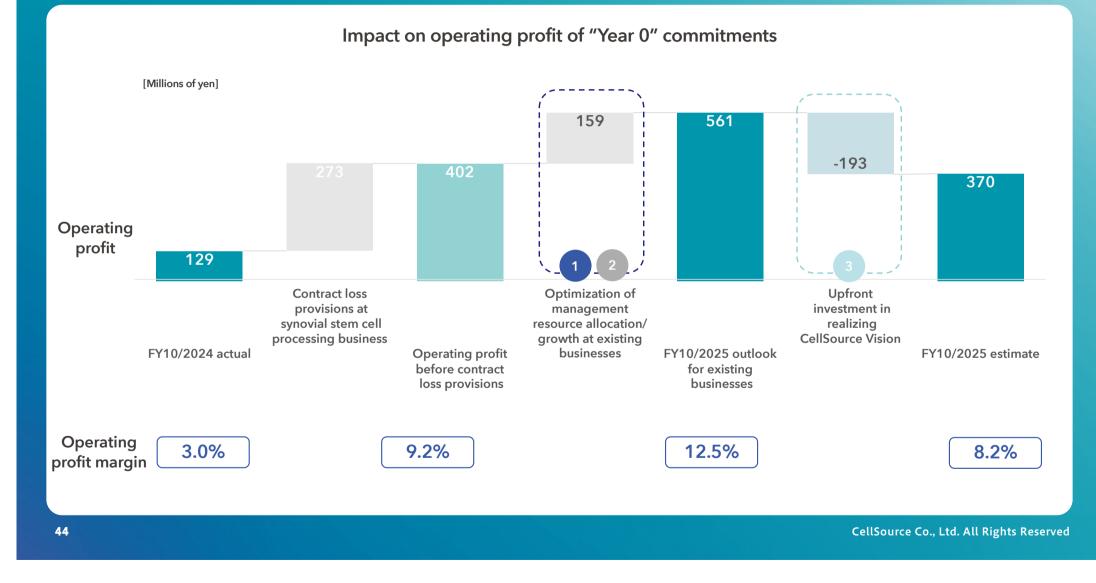
CellSource

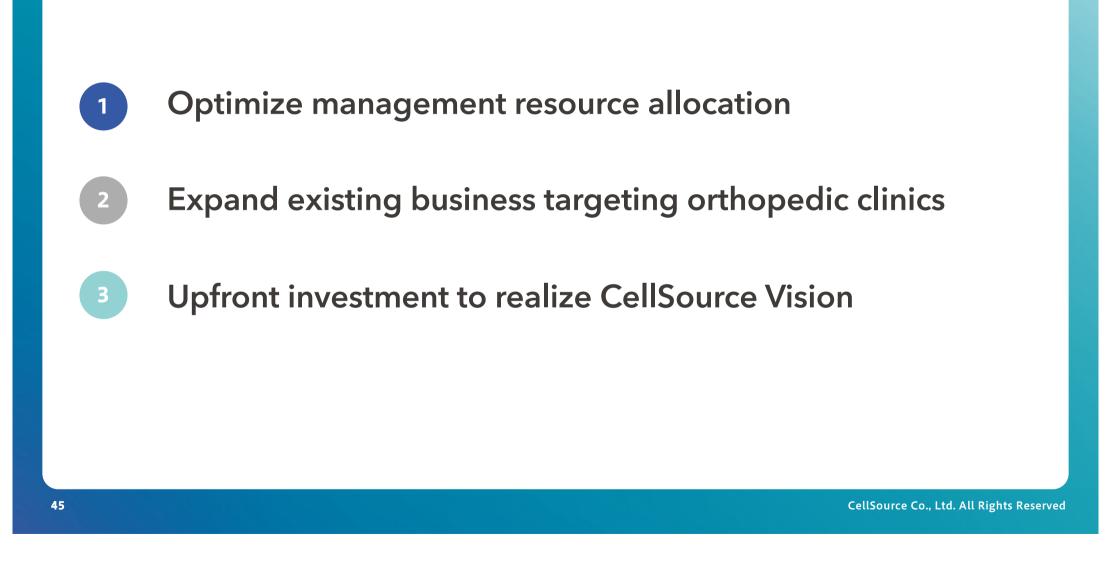
Growth in contract processing services for hybrid orthopedic clinics and contribution from new medical institution support services business



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Earnings Forecast for FY10/2025: Operating profit







Optimize management resource allocation

Expand existing business targeting orthopedic clinics

Upfront investment to realize CellSource Vision

Optimization of management resource allocation

rved

	Practice selection and concentration of k	businesses in line with CellSource Vision
	Situation until now	Changes
Existing business areas	 Offering services in a variety of medical fields, with a focus on "contract processing" 	 Concentrating management resources with focus on orthopedics as a key area Focusing also on supporting medical institutions within orthopedic field, with view to generating synergies with contract processing services
Strategic investment areas	 Conducting R&D to realize exosome drug discovery Investing in overseas deployment of contract processing business model 	 Reviewing drug discovery R&D, with shift in focus to development of exosome-derived treatments for self-funded medical care Reassessing priority of overseas expansion in order to focus for now on realizing vision in orthopedic field in Japan
Back-office areas	 Increase in back-office costs due to wide range of services provided 	 Implementing thorough cost reductions Transferring back-office personnel to strengthen business divisions
47		CellSource Co., Ltd. All Rights Re

Optimization of management resource allocation

Selectively investing management resources in core businesses

Business		S	FY10/2025 plan	YoY change in SG&A expenses including personnel costs	
	Contract OB&GYN processing business Beauty, animals,	Orthopedic	Concentrate management resources here, as business at core of CellSource Vision	- 112 +	
		Continue to focus as a priority business	-19		
		Beauty, animals, other	Limit allocated resources and prioritize revenue generation for business continuity	-46	
Existing business		Egg freezing and storage	Transition from launch phase to stable operations phase	-89	
areas	Consum	ner business	Search for new ways of doing business	37	
	Medical d	evice business	Operate as stable business	-10	
	Medical institution	Management support	Establish a new template for business tailored to orthopedic clinics	228	
	support business	Legal consulting	Strengthen links to contract processing business	-4	
Strateg	ic investment	Exosome drug discovery	Pivot from drug discovery to self-funded medical treatment	-108	
	areas	Overseas	Revise business priority	-37	
	Back-office areas		Consolidation of multiple locations, cost reduction, and personnel transfers to business divisions	-236 Total: -JPY170 million	
48				CellSource Co., Ltd. All Rights Reserved	



Optimize management resource allocation

Expand existing business targeting orthopedic clinics

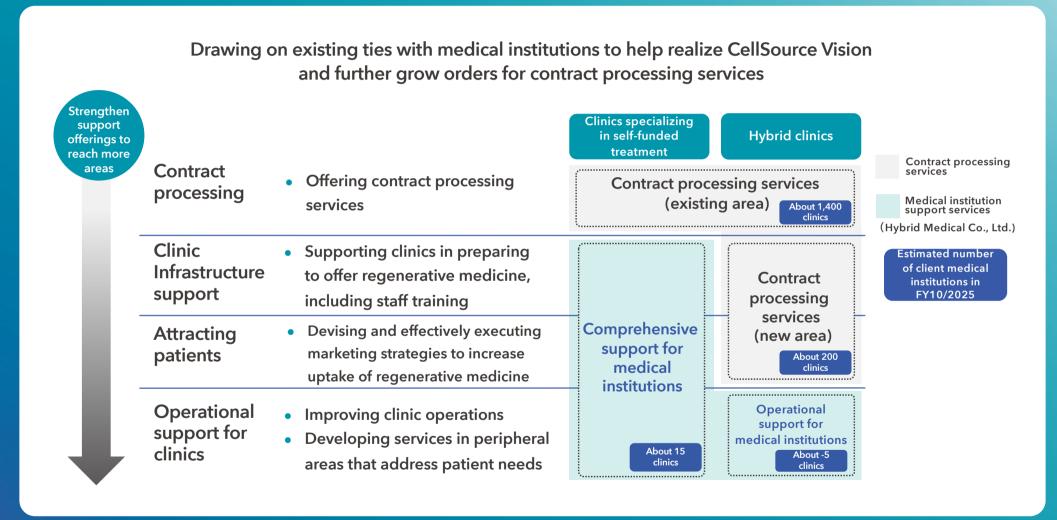
Upfront investment to realize CellSource Vision

From CellSource Vision: Strengthening ties with medical institutions

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Value provided ACTION	Available anywhere in Japan Ensuring there is always a better treatment Adding to partner medical institutions Updating technologies	Seamless delivery of treatment experience appropriate for symptoms and their severity Strengthening ties with medical institutions	

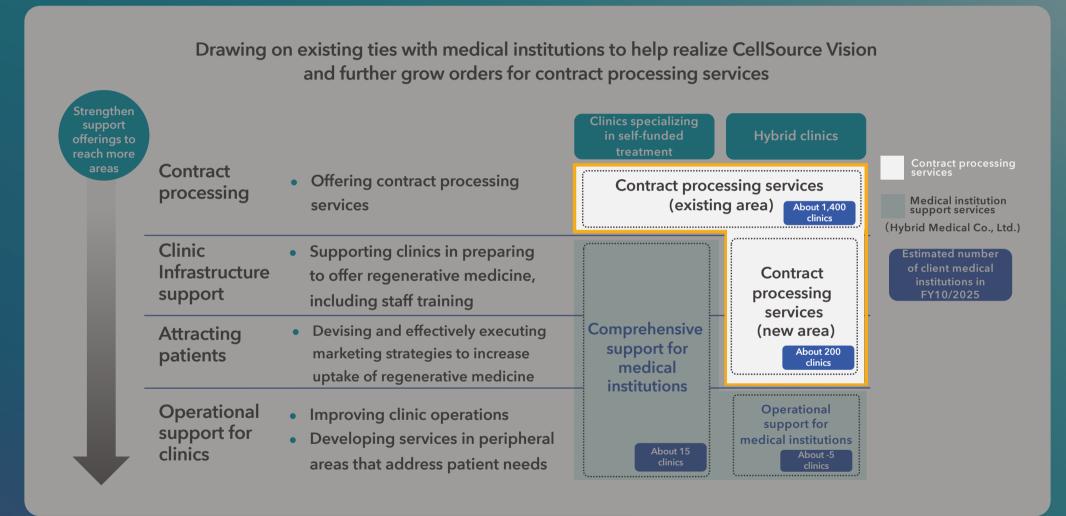
Strengthening ties with medical institutions

CellSource



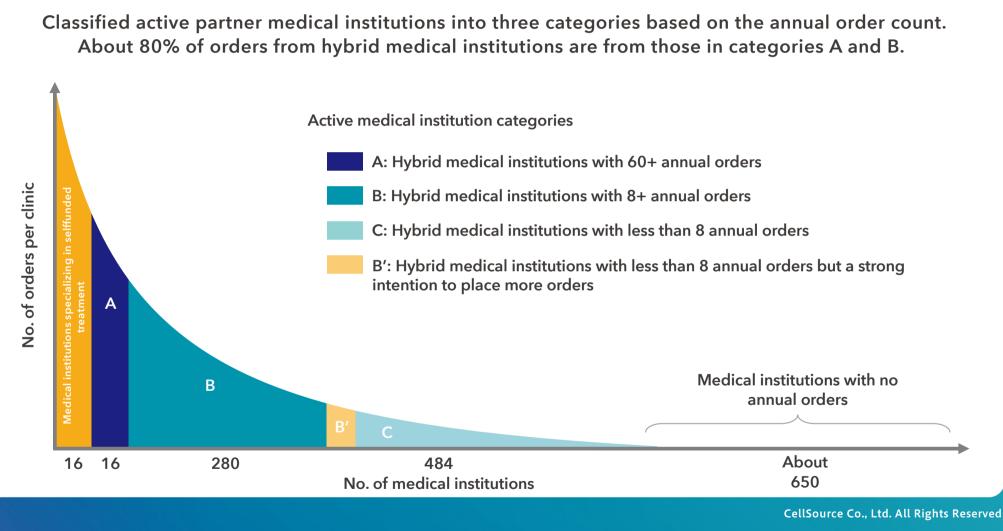
Strengthening ties with medical institutions

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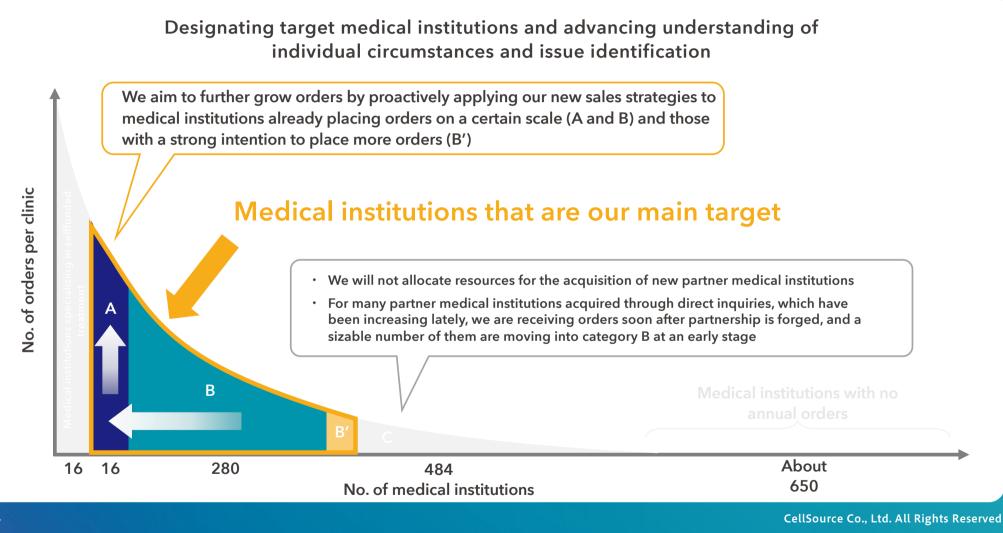
Target medical institutions

CellSource



Target medical institutions

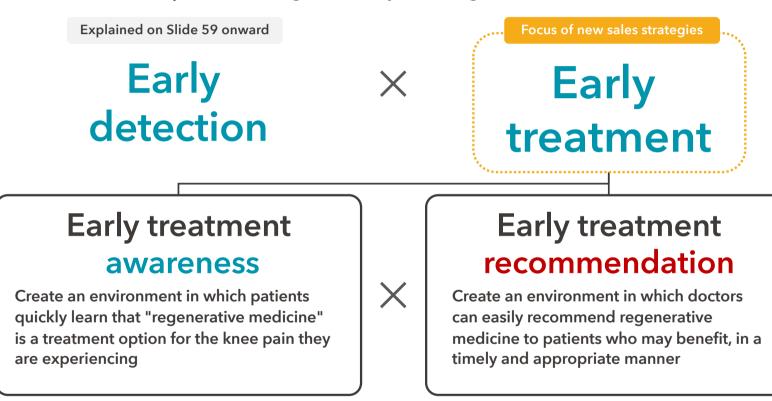
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New sales strategies for growing orders

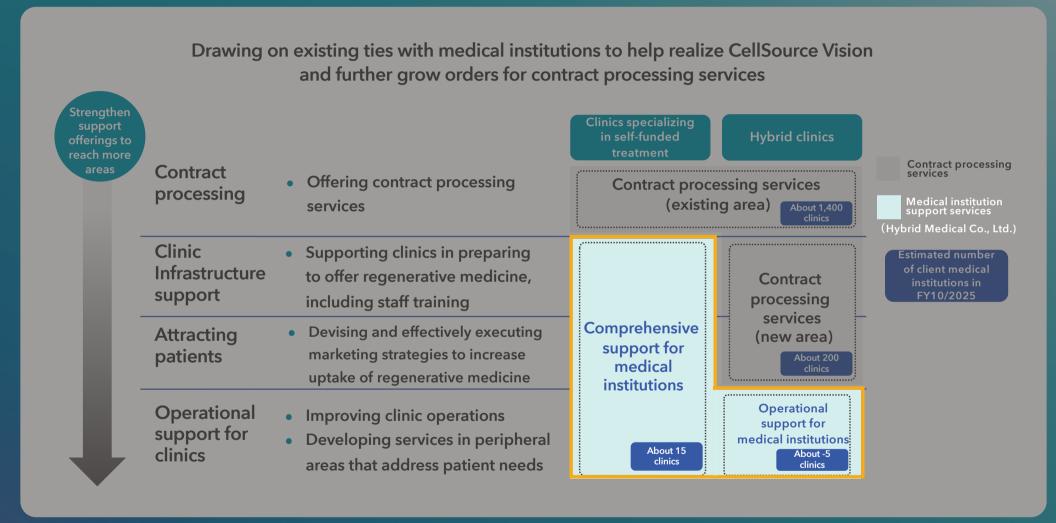
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Implement sales strategies that go beyond the existing framework of contract processing services to address the specific challenges faced by each target medical institution



Strengthening ties with medical institutions

CellSource



Strengthening ties with medical institutions: Medical institution support services

Redefining consulting services business as medical institution support services business, launching initiatives aimed at realizing CellSource Vision and growing contract processing orders

Orthopedic clinics specializing in self-funded treatment

Challenges faced by each type of medical institution

- As all patients fund their own treatment, success in attracting patients is directly related to clinic's financial situation
- Change in management policy necessary to achieve further growth amid spread of regenerative medicine

Hybrid orthopedic clinics

- Increasingly diverse needs of patients call for expansion in service scope
- Limitations to growth that can be achieved by a clinic working on its own

- Working with medical institutions to identify fundamental issues
- Improving medical institutions' finances via comprehensive support incorporating infrastructure, attracting patients, and operations
- Building collaborative relationship with hybrid medical institutions that can relate to CellSource Vision
 - Support for improving clinic finances
 - Support for developing services in peripheral areas
- Targeting progressive increase in client medical institutions

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initiatives

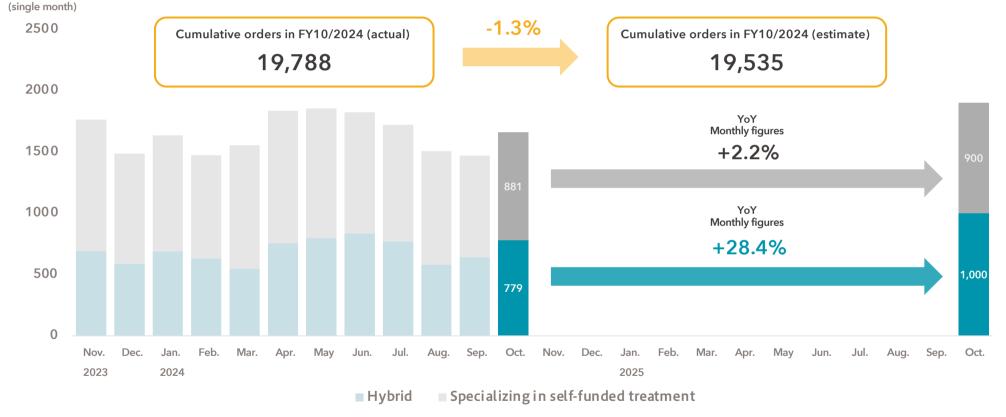
"Year 0"

CellSource

Outlook for contract processing orders for Blood-derived Products

CellSource

Our outlook for contract processing orders for blood-derived products from medical institutions specializing in selffunded treatment is conservative, but we expect orders from hybrid clinics to grow. While we expect only a slight YoY decrease in cumulative order numbers in FY10/2025, we expect growth to continue in FY10/2026 onward.



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Optimize management resource allocation

Expand existing business targeting orthopedic clinics

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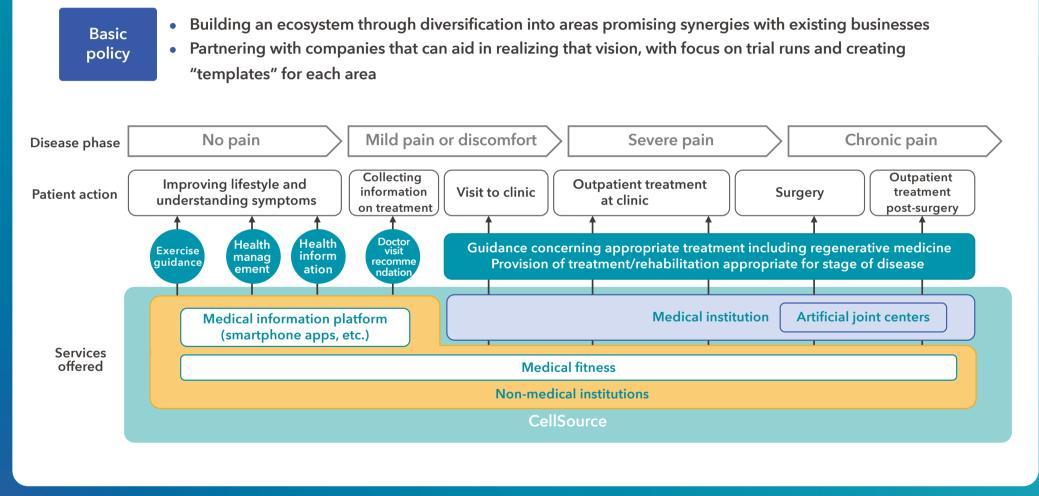
Upfront investment to realize CellSource Vision

From CellSource Vision: Strengthening ties with partner companies

	Until now		In future	
Our vision	Toward a world in which people can choose their own knee pain treatment		Toward a world in which no one need to be concerned with knee pain	
What needs to be done to realize that vision	Making regenerative medicine the norm in knee pain treatment		Enabling early detection and early treatment for knee complaints	
Strategy	Supporting uptake of regenerative medicine by serving as "central kitchen"		Creating an ecosystem with medical and partner	institutions
Value provided ACTION	Available anywhere in Japan Ensuring there is always a better treatment Adding to partner medical institutions Updating technologies		Seamless delivery of treatment experience appropriate for symptoms and their severity Strengthening ties with medical institutions	Everything from prevention to treatment Strengthening ties with partner companies

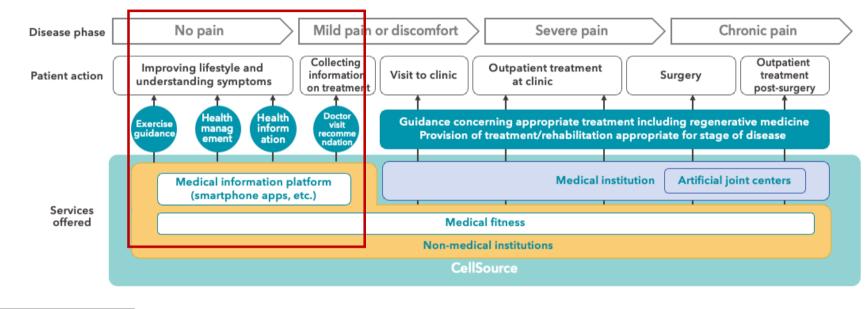
Orthopedic patient journey

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Strengthening ties with partner companies: Establishing early contact with patients 🦳 🧲 CellSource

Establishing contact with patients before they visit a medical institution, and raising awareness of knee disorders online



- Aim
 Establishing contact with patients online before they visit a medical institution
 Creating system for raising awareness about knee disorders online and introducing treatment options to those in need
 - Partnership with DOCOMO, operator of d Healthcare app
 - Utilizing DOCOMO's existing platform

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Scheme

Alliance with NTT DOCOMO

CellSource

Building medical platform fusing online and offline services

 \times



One of Japan's largest member bases

d Point Club members¹: Roughly 100 million¹

Wealth of data concerning each member²

契約者情報	▲ 年齢・性別 デ 居住地域 ※ 誕生月 ★ (アンケート) 申 家族構成 ● 世帯収入 (アンケート) (アンケート) ● (アンケート) ● (アンケート)
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オフライン 行動データ	② 位置情報 ② 位置情報 ③ 位置情報 ④ 位置情報 ④ (Wi-Fi) ③ 位置情報 ⑤ (基地局) ⑤ (GPS) ⑥ (GPS) □ 加盟店利用情報 □ 加盟店利用情報 □ 加盟店利用情報 □ □ POS達贵加盟店) □ □ □ □ □ □ □ □ □ □ □ □ □

1. As of end-September 2024. 2. No use of personally identifiable data

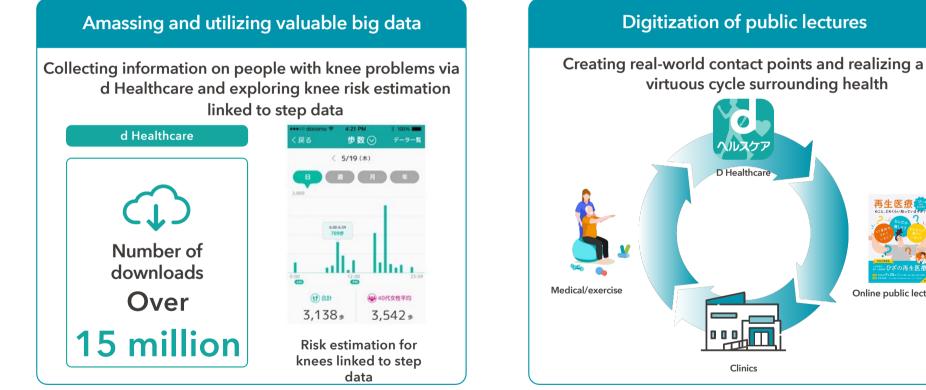


- Offline contact points (real medical settings)
- Connection with doctors
- 1,900 + partner medical institutions
- Medical institution management support know-how

New initiative leveraging companies' respective assets

CellSource

Building system for ensuring that "knee pain" is noticed, providing solutions to those in need



Digitization of public lectures

Clinics

Online public lectures

Online public seminars

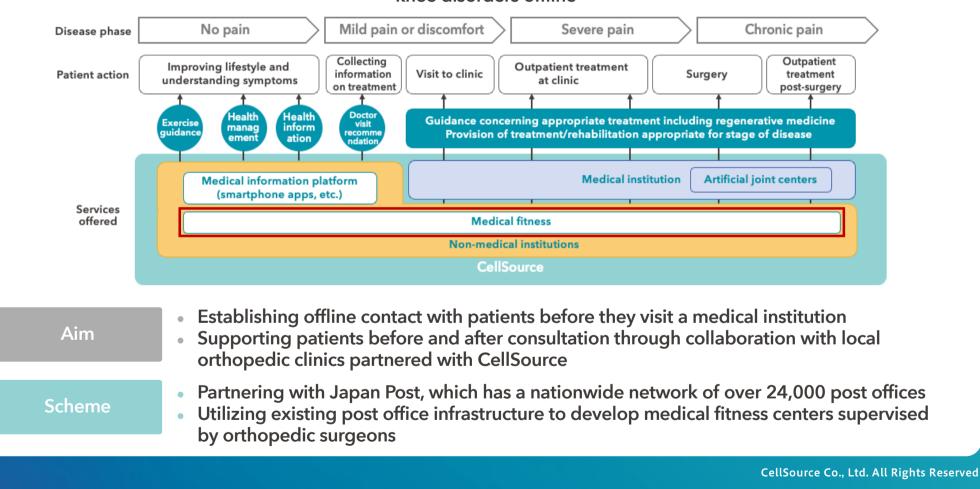
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Plan is to hold community-based online public seminars in collaboration with medical institutions nationwide



Strengthening ties with partner companies: Establishing points of contact offline

Establishing contact with patients before they visit a medical institution, and raising awareness of knee disorders offline



CellSource

Exploring collaboration with Japan Post

CellSource

Japan Post

CellSource

Use of co-creation platform to create communitybased delivery network with post offices as face of the community

Nationwide network of more than 1,900 medical institutions

Huge customer base

Advertising capabilities drawing on local networks

Sense of trust and security evoked by "Post Office" brand Network of orthopedic clinics

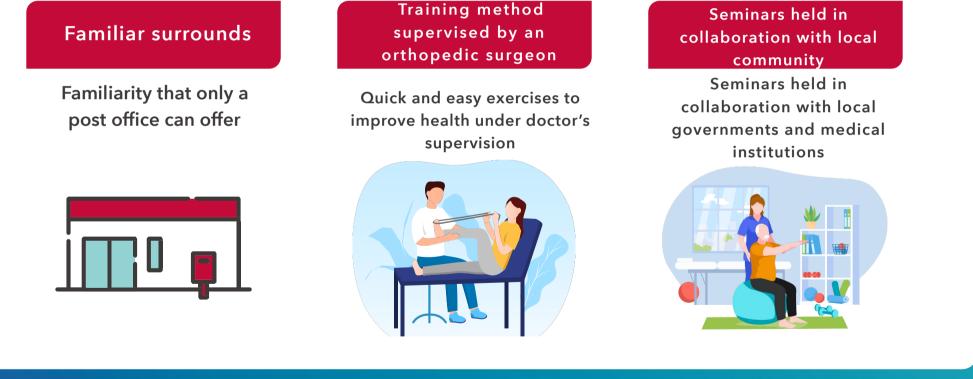
Sense of trust and security evoked by doctors with roots in community

Doctor-supervised exercise (therapy) programs

New initiative leveraging companies' respective assets

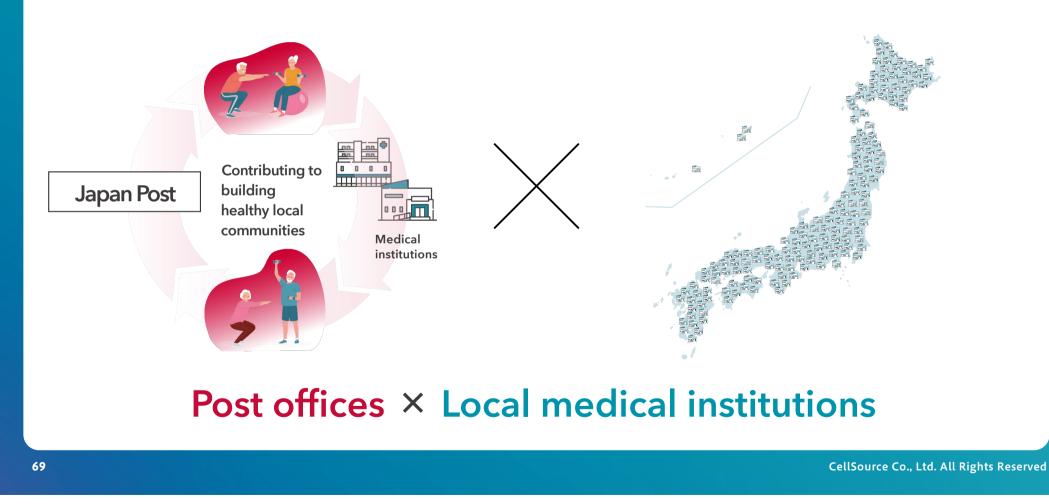
CellSource

Looking at offering unique exercise (therapy) facilities in a format that could only be provided by Japan Post, with its social infrastructure in the form of post offices, and CellSource, with its specialty in orthopedics



Building nationwide health infrastructure

Agreement to commence joint exploration of trial run in post offices from 2025



Cautionary Note Regarding Forward-Looking Statements

The materials and information provided in this presentation contain so-called "forward-looking statements."

These statements are based on current expectations, forecasts, and assumptions accompanying risks, and they may involve uncertainties that could cause actual results to differ materially from the expectations expressed in the forward-looking statements.

Such risks and uncertainties include, but are not limited to, market conditions, legal regulations, quality and safety assurance and production systems, specific business partners, reputational risk, research and development, advertising strategies, and system failures.

Note: This translated material is for reference purposes only and is not guaranteed to be accurate or complete. In the event of any translation error or misunderstanding, the original Japanese version shall prevail.

