



Lifestyle DX Subcommittee

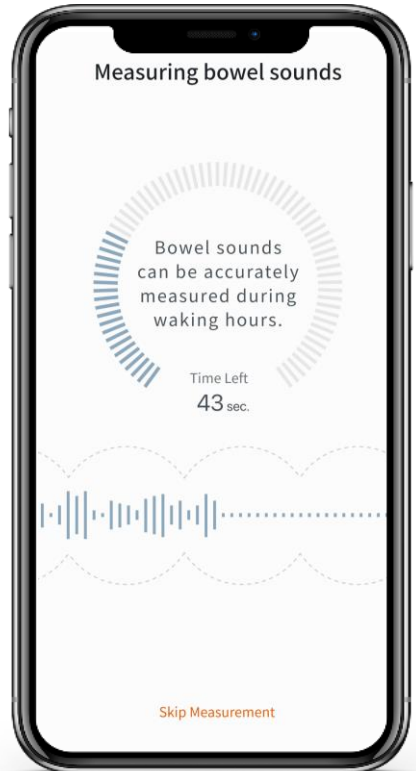
- Lead Institution : Suntory Global Innovation Center
- Representative : Noriyuki Ando (President)
- Leader : Yuichi Suzuki (Senior General Manager)
- Societal Issues : Digital Health

Updating Lifestyles with the Latest Technology

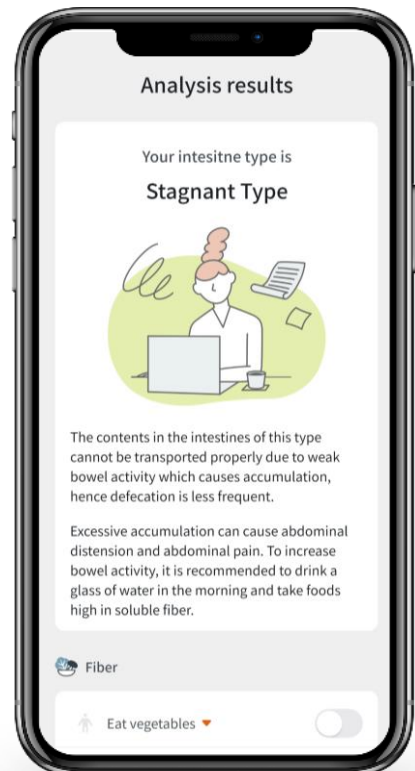
Wellbeing has become a growing concern in society as people seek to improve their lives, and healthcare businesses that specialize in food management, exercise support, and health visualization are expanding. The increasing popularity of smartphones, wearable devices, and IoT technology is fueling market growth. At the "Lifestyle DX Subcommittee," we are implementing various state-of-the-art sensing technologies to promote healthier lifestyles and wellbeing. As a first step, we have begun the social implementation of bowel sound analysis technology. Through collaborations with industry, government, and academia, we are driving innovation and contributing to the development of lifestyles that are appropriate for a digital society.



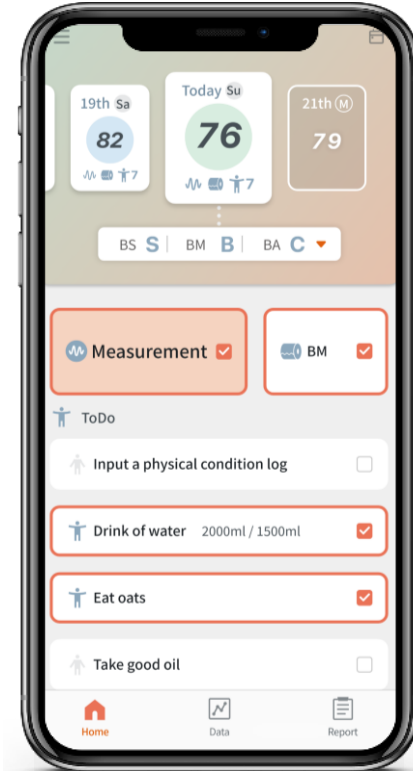
Everyone's wellbeing is achieved by technology that measures and analyzes bowel sounds with a smartphone.



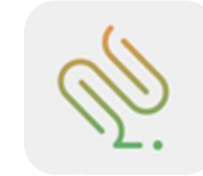
Bowel condition understood through AI bowel sound analysis



Proposes activity that is personally optimal for your gut



Improved QOL from daily activities and records



GutNote

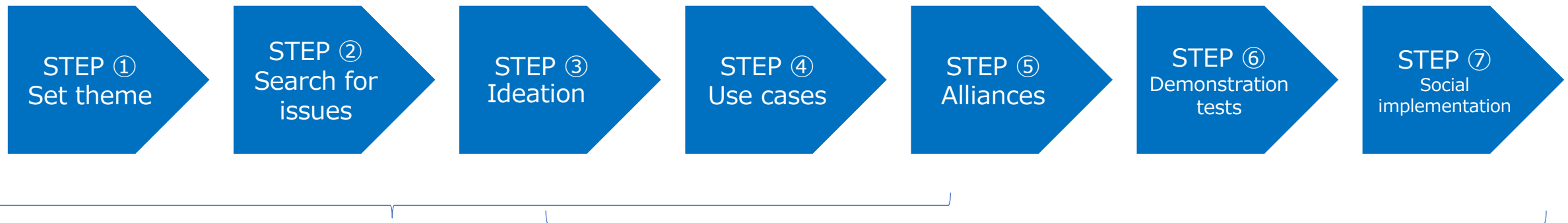


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Activity Plan (Social Implementation Package)



We aim for the social implementation of services that utilize the latest technology, and carry out the seven steps below in a yearly cycle.



Partner acquisition phase

- ① Partner acquisition following establishment of subcommittee = Open activities as public relations
- ② Conduct public relations "in season" so that partners wish to participate

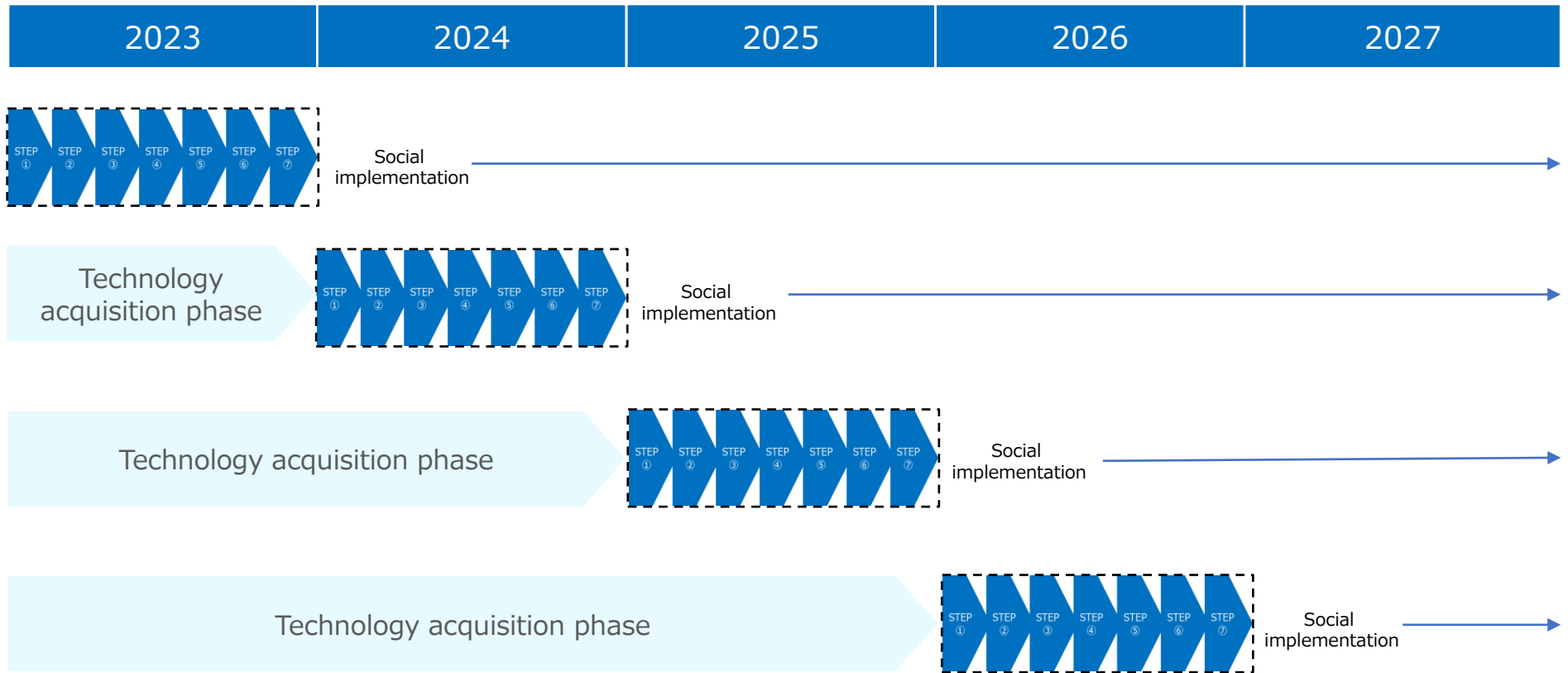
Service development phase

- ① Social implementation of services that utilize the latest technology in collaboration with partners
- ② Press releases at times of "alliances," "demonstration tests," and "social implementation"

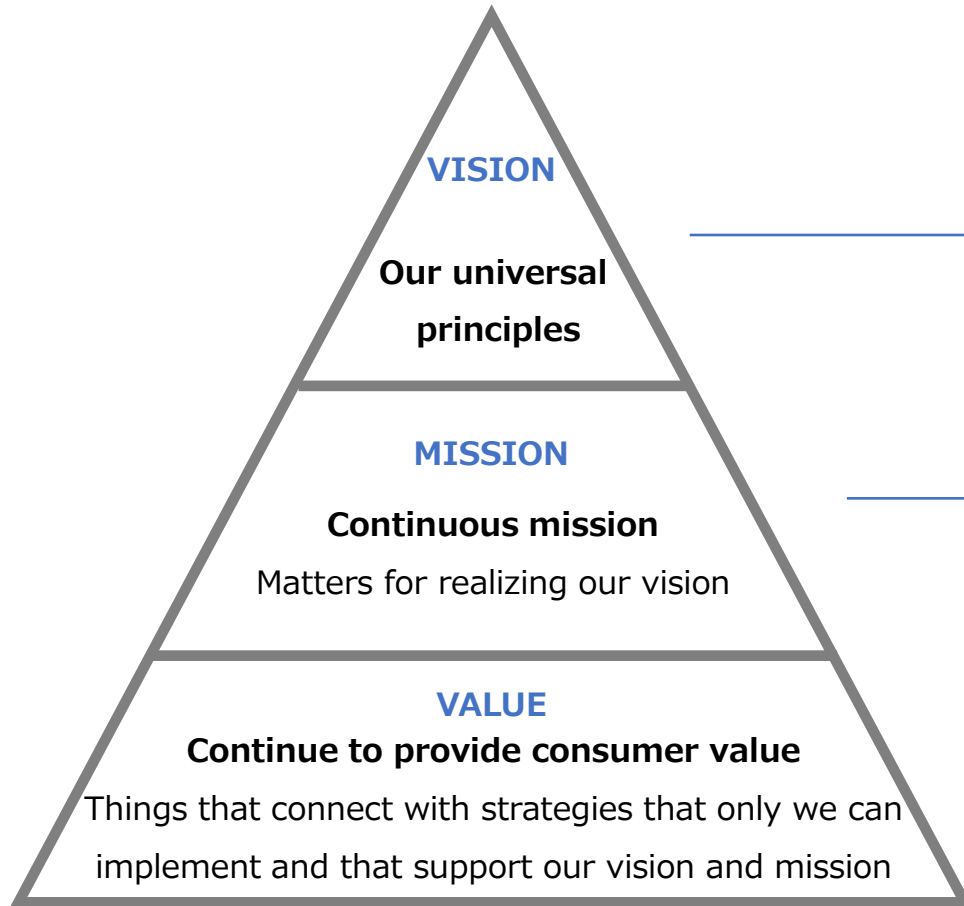
Five-year Plan (Sustainable Technological Development and Social Implementation)



Beginning with bowel sound analysis technology, over the next five years we will promote the action plans mentioned on the previous page and create an ecosystem that visualizes a sustainable social implementation for various state-of-the-art healthcare technologies.



We promote collaboration with industries, the government, and academia that identify with our philosophy.



Create easy and comfortable lives through digital science that looks toward a healthy future

Staying in touch with people's lives and creating new value together

- Stay close to customers
- An optimal service for every individual
- Provide technology created from state-of-the-art science
- Become a proving ground for new business
- Update lifestyles