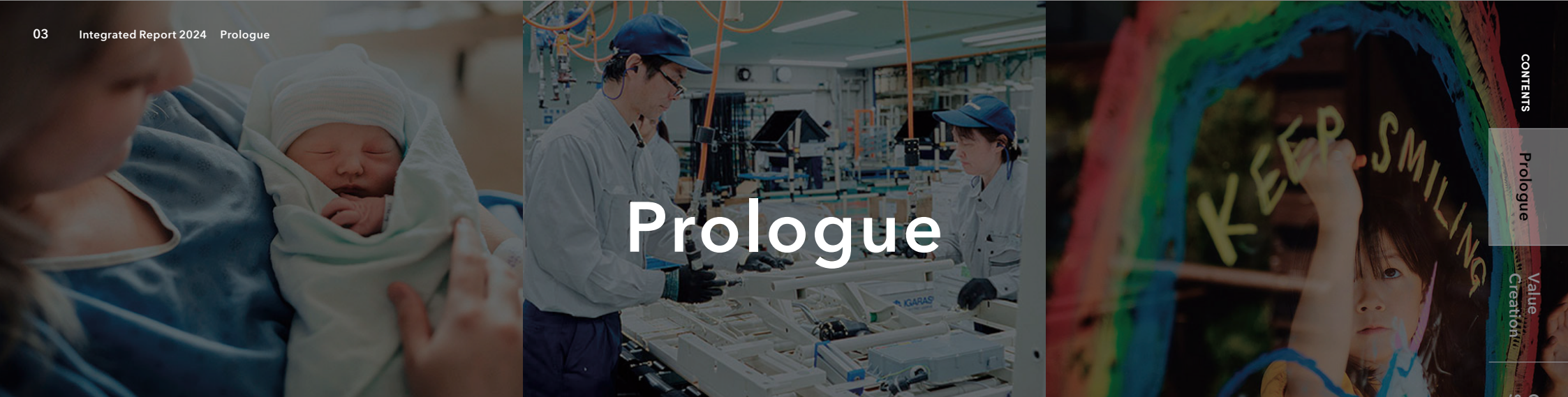




Prologue

Brand Message

We uphold the Paramount Vision 2030, expressed as “Smiles for everyone from medical and nursing care to health field,” and are expanding the business beyond the conventional framework of a medical care and nursing care bed manufacturer.

As we continue to expand and change the business line further for the future, we have formulated a brand message, “WELL-BEING for all beings,” that expresses the value the Group provides to stakeholders worldwide.



WELL-BEING for all beings

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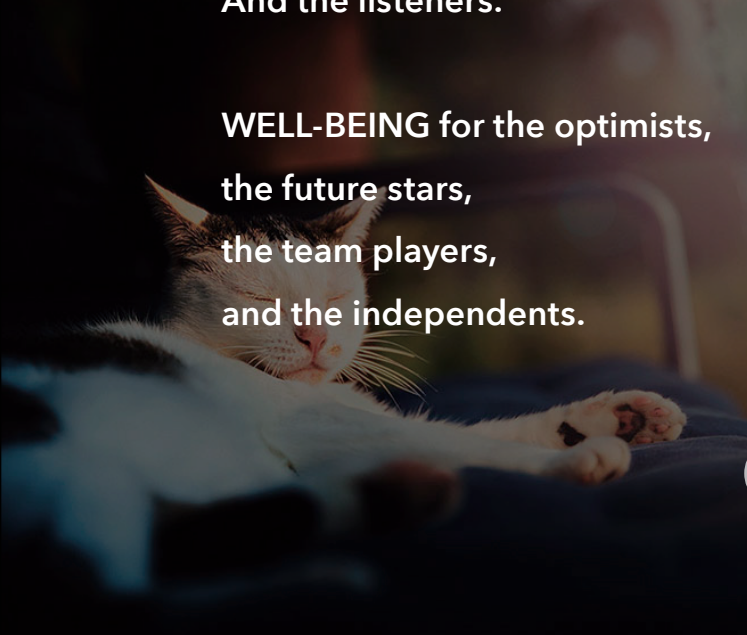
Prologue

Value
CreationGrowth
StrategyCapital
StrategyCorporate
GovernanceCorporate
Data

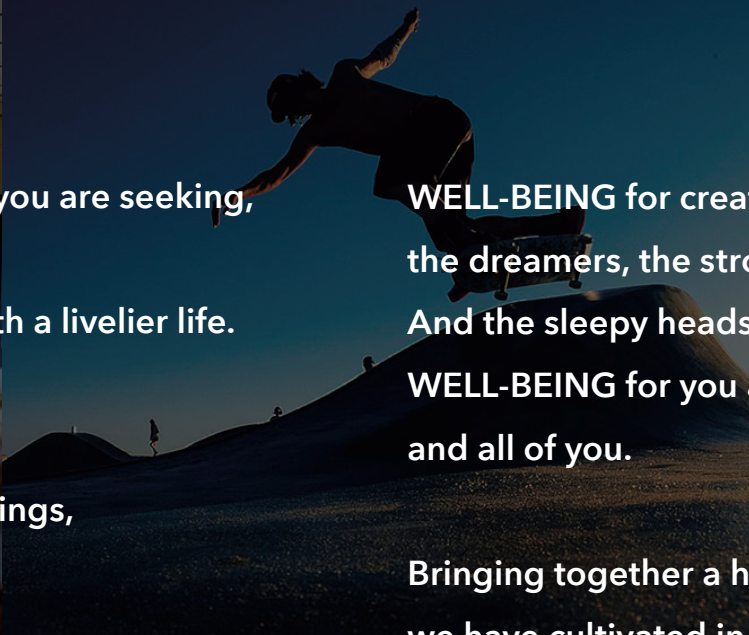


No matter who you are, or what you are seeking,
at Paramount Bed Group,
our purpose is to provide you with a livelier life.

WELL-BEING for the new lives,
WELL-BEING for the new beginnings,
WELL-BEING for the carers,
And the listeners.



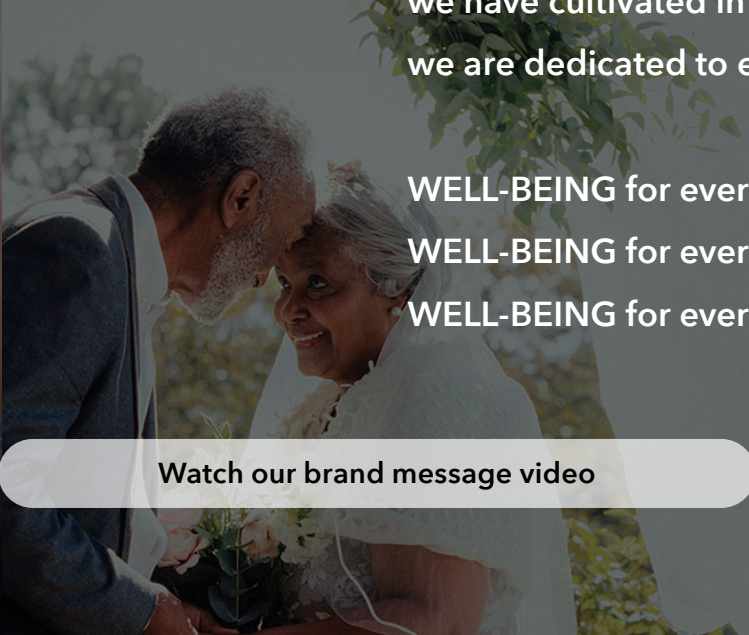
WELL-BEING for the optimists,
the future stars,
the team players,
and the independents.



WELL-BEING for creatives, the ambitious,
the dreamers, the strong-willed, the home bodies,
And the sleepy heads.

WELL-BEING for you and you.
and all of you.

Bringing together a human approach with technology
we have cultivated in the medical and nursing care fields,
we are dedicated to enriching your life.



WELL-BEING for every age.
WELL-BEING for every day.
WELL-BEING for every moment.

[Watch our brand message video](#)

Message from the CEO

Upholding our new brand message, we express our hope to the world

Tomohiko Kimura

President and Chief Executive Officer

Message from the CEO

The thoughts behind our new brand message, “WELL-BEING for all beings”

We extend our heartfelt thanks to shareholders and investors for your ongoing support.

The Paramount Bed Group released its new brand message, “WELL-BEING for all beings,” in May 2024. Since our establishment in 1947, we have been contributing to society through a hands-on approach, beginning with the manufacture and sale of medical beds, our original business, and by continuing to work closely with customers and address their concerns. Today, we are developing our business beyond the framework of a bed manufacturer, aiming to provide services that target all people across the world based on our three core businesses of medical care, nursing care, and health promotion. What is the “value we provide to society” in light of such company-wide changes? Believing it a good opportunity to clearly state this once again, we decided to update our brand message.

The term “WELL-BEING” was introduced by the World Health Organization (WHO), which defined it as, “a positive state experienced by individuals and societies. Similar to health, it is a resource for daily life and is determined by social, economic and environmental conditions.” “WELL” means “good,” while “BEING” means “state.” “Good state” may be a vague definition, but we feel that the phrase encapsulates our thoughts as a concept. This is because we as a Group have

always believed that the “good state” of people in our society differs from person to person, and that each individual should enjoy moments of happiness and joy in their own way. This thinking was behind expanding our services to include not only medical and nursing care professionals and people going through treatment and recovery, but also people around the world who want to live healthier lives. And, we added “all beings,” which encompasses “all living things,” to create the phrase “WELL-BEING for all beings,” which was then established as the new brand message. The message has been designed so that the “all beings” portion can be changed in order to express the diverse values of each individual and our approach of continually working closely with people during various situations and moments in their lives. We want to be a company that continues to grow by fostering a corporate culture in which each individual employee can think about the kind of WELL-BEING he or she wants to deliver and to whom. Moreover, in order to embody our new brand message, we must change and evolve even more than ever before. Looking back over the past few years, while there have been some difficult times due to unexpected external pressures from the spread of COVID-19, it is also true that our Group’s raison d’être and organizational unity have grown stronger. Even in the midst of an unprecedented situation and a sense



uneasiness across our and client workplaces, we did not run away, and as a result of remaining alongside our customers, we were able to gain their trust more than before. Having fully felt the potential of our Company, I intend to confidently send the message of “WELL-BEING for all beings” out to the world. In reality, however, not a small number of people see our Group as just being a bed manufacturer. We will continue to take on challenges, while proactively harnessing cooperation

with other companies and corporate venture capital (CVC), so that our ultimate goal is to be recognized as ‘the Paramount Bed Group when it comes to WELL-BEING’.

To spread our brand message, we created a two-minute long video that conveys our approach in an easy-to-understand way. Please enjoy watching the video.



Watch our brand message video

As a way of achieving various kinds of “WELL-BEING,” as well as realizing sustainable growth alongside society, the Paramount Bed Group has identified the following six materialities (priority issues).

1. Support for the establishment of a sustainable medical and nursing care system

Solving social issues through our business based on materiality

- 2. Creation of an environment where everyone can live healthily and happily
 - 3. Pursuit of product safety
 - 4. Promotion of employee health, diversity, and work style reform
 - 5. Environmentally conscious business activities
 - 6. Ensuring compliance
- “1. Support for the establishment of a sustainable medical and nursing care system” mainly involves supporting medical and nursing care providers in improving work efficiency and reforming work styles. While demand for medical and nursing care services is increasing due to population aging on one hand, challenges including labor shortages and overworking among providers are compounding on the other. We provide comprehensive support to providers in terms of both products and services, such as a huge variety of beds and sensing technology-equipped devices, along with on-site nursing assistant and concierge services, thereby helping to develop sustainable systems for the medical and nursing care industries, which is much needed infrastructure in society.
- With “2. Creation of an environment where everyone can live healthily and happily,” we leverage our many years of knowledge on sleep to help improve the performance of students, workers, athletes, and many other people. In recent years,

we have also been actively promoting initiatives related to Femtech, which refers to products and services that try to solve women’s health issues through technology. In addition, we are focusing on increasing awareness of the importance of sleep toward nurturing next-generation leaders by giving extracurricular and hands-on lessons to local elementary and junior high school students, as well as offering educational programs.

“3. Pursuit of product safety” is a topic that we have remained steadfastly committed to since our founding in 1947 from the perspective of manufacturing and selling products. Having inherited the spirit and knowledge honed by our predecessors over the years, we will establish systems to improve quality even further in our continual efforts to provide products that customers can use safely and securely.

We see “4. Promotion of employee health, diversity, and work style reform” as a priority matter in enhancing the corporate value of the Group. This is because healthy employees who can make use of diverse skills and values in their work are the driving force of a company, and that will ultimately lead to improved quality in the products and services we deliver to our customers.

First, in terms of health, we encourage the use of applications that measure sleep status and provide training aimed at



helping employees understand and learn how to deal with depression. We have also introduced a service for carrying out stress checks. Moreover, we have established external consultation services and work closely with industrial physicians. As a result of these initiatives, four major Group companies have been recognized as “2024 Certified Health & Productivity Management Outstanding Organizations (Large Enterprise Category)” by the Ministry of Economy, Trade and Industry and Nippon Kenko Kaigi.

As for promoting diversity, we have set targets for the following indicators: percentage of female workers in management positions, ratio of childcare leave taken by male employees, and ratio of female employees among new graduate hires (compared to number of new hires). In addition, we have incorporated maternity leave before and after childbirth, child caregiver leave, shortened work hours, a Career Challenge System, a Side Job/Concurrent Job System for current employees, a post-retirement rehiring system, a Comeback System for former employees who have left the company, and various other systems. A system for men taking childcare leave was launched in October 2022. As the timing happened to coincide with my own circumstances, I was the first person to take this leave. This was a great way to build momentum, and the uptake rate has been increasing as awareness of the system and my experience spreads throughout the company. With the promotion of work style reforms, we aim to establish

work-life management customized to each individual’s lifestyle. For instance, to help employees balance work with childcare or nursing care, we offer support to enable our various systems to be combined; these include telework, area sales, limited work locations, and leave for accompanying a spouse due to job transfer.

“5. Environmentally conscious business activities” is an important topic connected with climate change and biodiversity. To reduce environmental impact in our production processes, we are gradually expanding measures related to reusing transportation jigs used for delivering products, reusing returnable containers for assembly parts, simplifying packaging materials, using easily recyclable raw materials, and switching to renewable energies. We were also the first bed manufacturer to receive certification under the wide-area treatment certification system for industrial waste, which enabled us to collect our products that have become waste over a wide area for recycling or appropriate disposal. By utilizing this system, we strive to fulfill our responsibilities until the very end of the manufacturing process.

We consider “6. Ensuring compliance” to simply be continuing to do what a company should do as a matter of course. The Group has long been committed to serving people and society. As a way of continuing to grow sustainably in future, we will steadily promote thorough fair trade practices and highly transparent governance with proper corporate ethics.

Message from the CEO

We have entered Phase II of our Medium-term Management Plan. Our aim is to fully move away from just being a bed manufacturer

In April 2024, we entered Phase II of our Medium-term Management Plan. Our focus points are: 1. Expansion of recurring revenue businesses, 2. Advancement of health promotion business, and 3. Leap forward in key areas of Asia. Toward these three points, Phase I involved planting many seeds and making reforms. We achieved our operating profit target of 12 billion yen two years ahead of schedule, and since then, both revenues and profits have continued to increase, with both net sales and operating profit reaching record highs for four years in a row. Thanks to the support of our employees, shareholders, and investors, we were able to move into Phase II largely as planned. Here, I would like to offer my thanks once again.

With Phase II's first focus point, "1. Expansion of recurring revenue businesses," we are aiming to achieve stable and sustainable growth by strengthening our recurring revenue model. "2. Advancement of health promotion business" is a major target tied to the achievement of the Group's vision, "smiles for everyone from medical and nursing care to health field." For "3. Leap forward in key areas of Asia," we aim to expose the Asian market to the value we provide to become a globally active corporation. In the medical and nursing care industries, numerous factors are causing problems at

care facilities and other institutions, such as labor shortages brought on by work style reforms and soaring energy and material costs. In the midst of these circumstances, those on the ground have needs that we understand precisely because we work so closely with our customers. To meet these needs, we plan to distinguish ourselves from the rest by providing products and services that can only be created by our Group, harnessing new technologies, such as digital sensing, on top of our accumulated knowledge. We also intend to leverage

the strengths of each of our Group companies in order to become a company that achieves "WELL-BEING" for people around the world beyond the boundaries of medical and nursing care.

I would like to sincerely ask all valued shareholders and investors for your continued support.



About the Paramount Bed Group

Our Group develops medical, nursing care, and health-related businesses in and outside of Japan, aiming to contribute to society through the company's business and sustainably increase corporate value.

Corporate Principles

Paramount Vision 2030

We Create Comfortable Healthcare Environments through Cutting-edge Technology with a Human Touch

Smiles for Everyone from Medical and Nursing Care to Health Field

Major Group Companies



[Holding company]
Paramount Bed Holdings Co., Ltd.



PARAMOUNT BED

Paramount Bed Co., Ltd.

Manufacture and sale of beds, mattresses, body motion sensors, and the like for medical care, nursing care, and health promotion purposes



**PARAMOUNT BED
ASIA PACIFIC**

Paramount Bed Asia Pacific Pte. Ltd.

Regional HQ company



PARATECHNO

Paratechno Co., Ltd.

Provision of after-sales support for and maintenance leasing of Group products, on-site services, and other services



**PARAMOUNT
CARE SERVICE**

Paramount Care Service Co., Ltd.

Rental wholesale business that rents out a variety of assistive products to rental service providers

Three Businesses



Medical Care Business

Supporting patient care and hospital operations through products and services for medical institutions



Nursing Care Business

Contributing to the improvement of the nursing care environment for users and operational efficiency of nursing care providers through sales and rentals of a wide range of assistive products for nursing care facilities and home care



Health Promotion Business

Supporting healthier and more personalized lifestyles with products and services that help people get better sleep

Financial and Non-financial Highlights



Net Sales

106,016 million yen
7.1% increase YoY



Operating profit

13,818 million yen
2.7% increase YoY



Dividends

65 yen per share
3,760 million yen in total
10.2% increase YoY



Domestic locations

107 locations **2** factories
Paramount Bed (15 locations)
Paramount Care Service (79 locations)
Paratechno (13 locations)



Overseas locations

10 locations **4** factories
Southeast Asia, China, India,
Central and South America, etc.



Number of employees
(consolidated)

4,126

History of Paramount Bed



1947
Kimura Shindai Seisakujo, Ltd.
is founded



1966
A new large-scale factory
is built in Chiba



1983
The industry's first electric
bed for home care is developed



2003
The "INTIME" brand for
household use is developed



2016
The Smart Bed System is
developed



2023
The "Nemuri CONNECT"
system is launched



1962
Japan's first electric bed
is developed



1968
The trading department is
newly established
The global business is launched



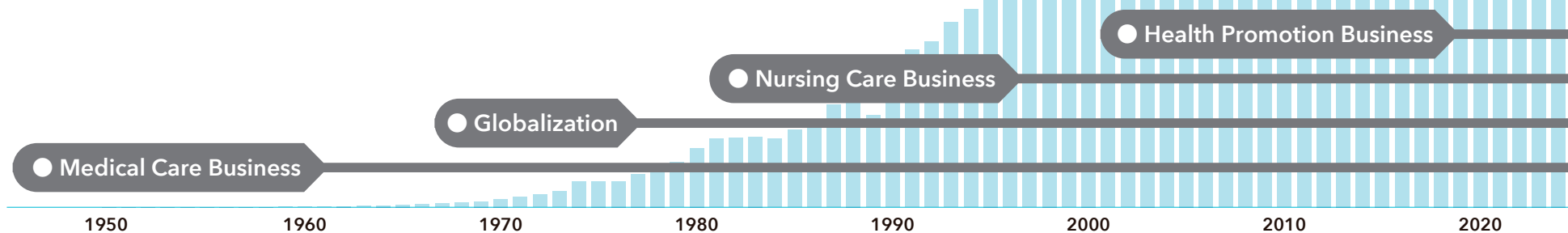
1987
Corporate name change
and stock offering



2011
The Company is transitioned
to a holding company



2020
The ICT-equipped home care bed
"Rakusho Plus" is developed



1940s-

Corporate culture of contributing to society through the business and a bottom-up approach to the management

1960s-

Establishment of a mass production system with integrated production
Establishment of a position as the top manufacturer in Japan

1980s-

Expansion of the nursing care business to respond to the aging population
Establishment of product safety and quality improvement systems

2000s-

Diversification of business (strengthening of services and recurring revenue business)
Acceleration of globalization