

Value Creation

Value Creation at Paramount

Paramount has advanced as a pioneer in medical beds.

While staying close to the changes of the times, the strengths and business model we have cultivated form a crystallized universal value that will never waver.

We strive to connect our history to the future and achieve further growth.

Acting upon a solid foundation, we will continue to create new value.

Our History

1940

A corporate culture of contributing to society through business

As a pioneer in medical beds in Japan, we founded Kimura Shindai Seisakujo, Ltd. in 1947. Founder Ryusuke Kimura personally served as the head of development, creating a Gatch bed adapted to Japan's medical and nursing systems and Japanese body types, and selected "Paramount Bed" as the brand name.



Founding of Kimura Shindai Seisakujo, Ltd.



Development of Japan's first electric bed

1960

Modernizing technology development to become a top domestic manufacturer

To develop beds useful for patients' comfortable recuperation, we visited the United States to learn about technology and production systems, and in 1966 established a large-scale factory in Chiba Prefecture. We established a system capable of supplying large quantities of high-performance, high-quality beds and built our position as a leading company.



Construction of large-scale factory in Chiba

1968



Establishment of trading department
Launch of global business

1980

Responding to expanding home care-related needs driven by aging

Against the backdrop of Japan becoming an aging society, we started a nursing care business to respond quickly to social needs. We launched products such as the automatic urine collection device Skat Clean, which remains a standard product today, and the industry's first electric bed for home care, the Aura Electric Bed.

1987

— As human, for human —
PARAMOUNT BED

Corporate name change and stock offering



Development of the industry's first electric bed for home care



Nursing Care Business

Overseas expansion

Medical Care Business



2000

Launch of a health promotion business proposing high-quality sleep

In 2000, we established a new corporate philosophy and reaffirmed the concept of healthcare, encompassing not only medical care but also health. In 2003, we launched a new brand proposing high-quality sleep and health. We entered the health-conscious bedroom interior market.

2002



Establishment of
Paratechno Co., Ltd.

2003



Development of a brand
for household use

2007



Entry into the assistive devices
rental wholesaling business
(current Paramount Care Service Co., Ltd.)

2010

Better sleep for everyone through the power of technology

In recent years, we have rolled out new technology-driven services, such as ICT-enabled home care beds and Nemuri CONNECT, which enables real-time sharing of care recipients' body movement data. We also developed the new brand Active Sleep, within our Health Promotion Business and are working to expand our products and services.

2011



Transition to a holding
company structure

2023



Launch of
Nemuri CONNECT

2025



Launch of the
Rakusho Fit Series

2016



Development of the
Smart Bed System

2024



Full model change for
Active Sleep BED

Paramount
Vision
2030

Smiles for Everyone from Medical and
Nursing Care to Health Field

Health Promotion Business

Business Diversification

(Strengthening services and recurring revenue business)

ICT-enabled products and services

Accelerating globalization

Health Promotion
Business

Nursing Care
Business

Overseas
Expansion

Medical Care
Business

Value Creation Process

Corporate Principles

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



Social issues

Demographic changes

- Aging and long-life population in Japan and around the world
- Declining population and worker shortage
- Growth in Asia

Changing values

- Diversity
- Work-life balance
- Work style reforms
- ESG and SDGs initiatives

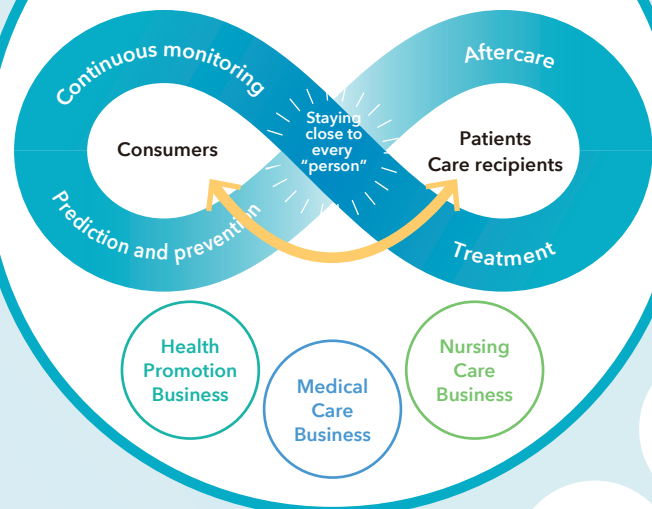
INPUTS

Human capital
Intellectual capital
Manufacturing capital
Natural capital
Social capital
Financial capital

Business Model

p. 19

Rolling out businesses that bring well-being to all people



Our Cultivated Strengths

p. 18

Six Materialities

1

Support for the establishment of a sustained medical and nursing care system

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 reforms

5

Environmentally conscious business activities

6

Ensuring compliance

WELL-BEING for all beings

Business Sustainability

Sustainability through Our Business

p. 24

OUTCOMES

Provided value

Business value

- Strong relationships of trust with customers
- Sound financial and non-financial indicators

Social value

- Improved management of hospitals and nursing care facilities, improved nursing care environment
- Reduced burden on nurses and caregivers
- Quick recovery of patients into society
- High quality of life for care receivers
- Active lifestyles, extended healthy life expectancy, improved sleep

Environmental value

- Reduced environmental impact in business activities
- Contribution to the realization of a recycling oriented society



Vision

Business Overview

Medical Care Business

Through products and services for medical institutions, we support patient care and hospital operations so that patients can spend their time comfortably and medical professionals can focus on their specialized work.



● Products and services for medical institutions

From general hospital wards to advanced acute care such as emergency medicine and ICUs, perinatal care and neonatal/pediatric care, rehabilitation, and more, we provide a wide range of products and services required in Japan and overseas.



● Support for improving efficiency of operations within medical institutions

Through the Smart Bed System, which centrally manages and integrates patients' vital signs and helps reduce the burden of nursing tasks, we support improvements in operations within medical institutions as well as patient satisfaction.



● Improving patient satisfaction and supporting management

Through three areas of value we provide—"amenities," "staffing," and "digital sensing"—that support hospital management, we help reduce hospitals' capital investment burdens, reduce staff workloads, and contribute to medical safety.

Nursing Care Business

By providing a wide range of products and services for nursing care facilities and home care, we contribute to improving users' nursing care environments and improving operational efficiency for service providers.



● Promoting DX in nursing care facilities through advanced technology

By utilizing monitoring and excretion sensors such as Nemuri CONNECT and Toilet DIARY, we improve the quality of care in nursing care facilities and achieve major operational efficiency gains. We reduce staff burden and establish next-generation care that protects residents' dignity.



● The continuously evolving nursing care bed: Rakusho Fit Series

Born from years of research, the Rakusho Fit Series features a proprietary back-raising mechanism that dramatically reduces body slippage and pressure discomfort. By achieving both a comfortable recuperation environment for users and motion support for caregivers, it is driving the industry standard.



● Assistive devices rental wholesaling that supports the foundation of home care

Through sales and rental wholesaling to assistive devices rental service providers nationwide, we support independent living at home. By stably supplying high-quality beds and mattresses, we firmly support Japan's home care infrastructure from the very frontline.



Business Overview

Health Promotion Business

We aim for a world where people live healthy lives and have less need for medical care or nursing care. Leveraging the results of sleep research, we support a rich life that is true to each individual.



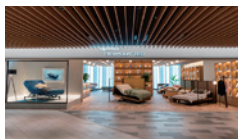
● Ideal sleep support through Active Sleep

Based on many years of research results and evidence from the Paramount Bed Sleep Research Institute, we offer the Active Sleep brand to support each individual's ideal sleep. By combining our proprietary sensing technology with features such as automatic bed operation, we provide a high-quality sleep environment through a reliable, data-backed approach.



● Expanding experience channels to broaden points of contact with consumers

We are strengthening both the quantity and quality of places where consumers can experience products. In addition to opening new stores, we are promoting the development of new experience channels such as accommodation and entertainment facilities.



● Tackling preventive medicine and new businesses through the use of corporate venture capital (CVC)

We accelerate approaches to sleep issues through cross-industry collaboration utilizing CVC. We will co-create preventive medicine services that address sleep concerns across diverse lifestyles and take on the challenge of developing new businesses needed by all consumers.



Overseas Expansion

We offer Japan's reliable quality to the world. By aligning closely with local medical and nursing care needs and providing optimal products and services, we support well-being beyond borders.



● A track record and earned trust in over 110 countries

Since our overseas expansion in 1968, we have delivered products to more than 110 countries. With reliable quality and brand recognition built through supporting medical and nursing care frontlines worldwide for more than half a century, we are driving growth in global market.

● Localization and in-house plants in key Asian focus areas

We have established bases in Indonesia, China, India, and other countries and promoted localization. In particular, we have expanded our factory presence in India. In many of the countries where we do business, we have achieved the top market share in the field of electric medical beds. Leveraging the strength of owning our own local factories, we respond quickly to market changes.



● Localization and advanced technologies that capture demand

We execute strategies tailored to market characteristics, such as launching new models to promote electrification in China and rolling out Smart Bed System offerings in India, where IT infrastructure is advancing. We are introducing products that meet local needs, from entry-level models to high-function models.



Our Cultivated Strengths

We are pursuing true solutions to issues and continuing to expand our services. Not stopping at bed development and sales, we are also involved in everything from the development and sales of various products necessary in the healthcare environment to hospital operations support. We do this so that everyone—patients, medical workers, nursing care providers, and more—can live and work comfortably. Furthermore, we provide one-stop services through coordination among Group companies and achieve quality improvements by leveraging voices from the frontline. We take pride in these as strengths unique to the Paramount Bed Group, which has continued to lead the industry for many years.

01

One-stop solution system

Seamless connections
across the Group

We propose high-dimensional solutions addressing customer needs and issues, from planning, development, manufacturing, and sales and rentals of products and services necessary for healthcare environments incorporating beds, to after-sales quality control, maintenance, and follow-up. We have established a system that can achieve one-stop provision.

02

Customer base

A completely unique
industry network

We have developed strong relationships of trust over long years with medical institutions, medical equipment dealers, nursing care facilities, assistive products rental service providers and rental wholesalers, dealers in the medical care, nursing care, and health promotion businesses, and more. We share needs that we might not notice alone and ideas that we might not think of alone, and we work together to tackle social issues.

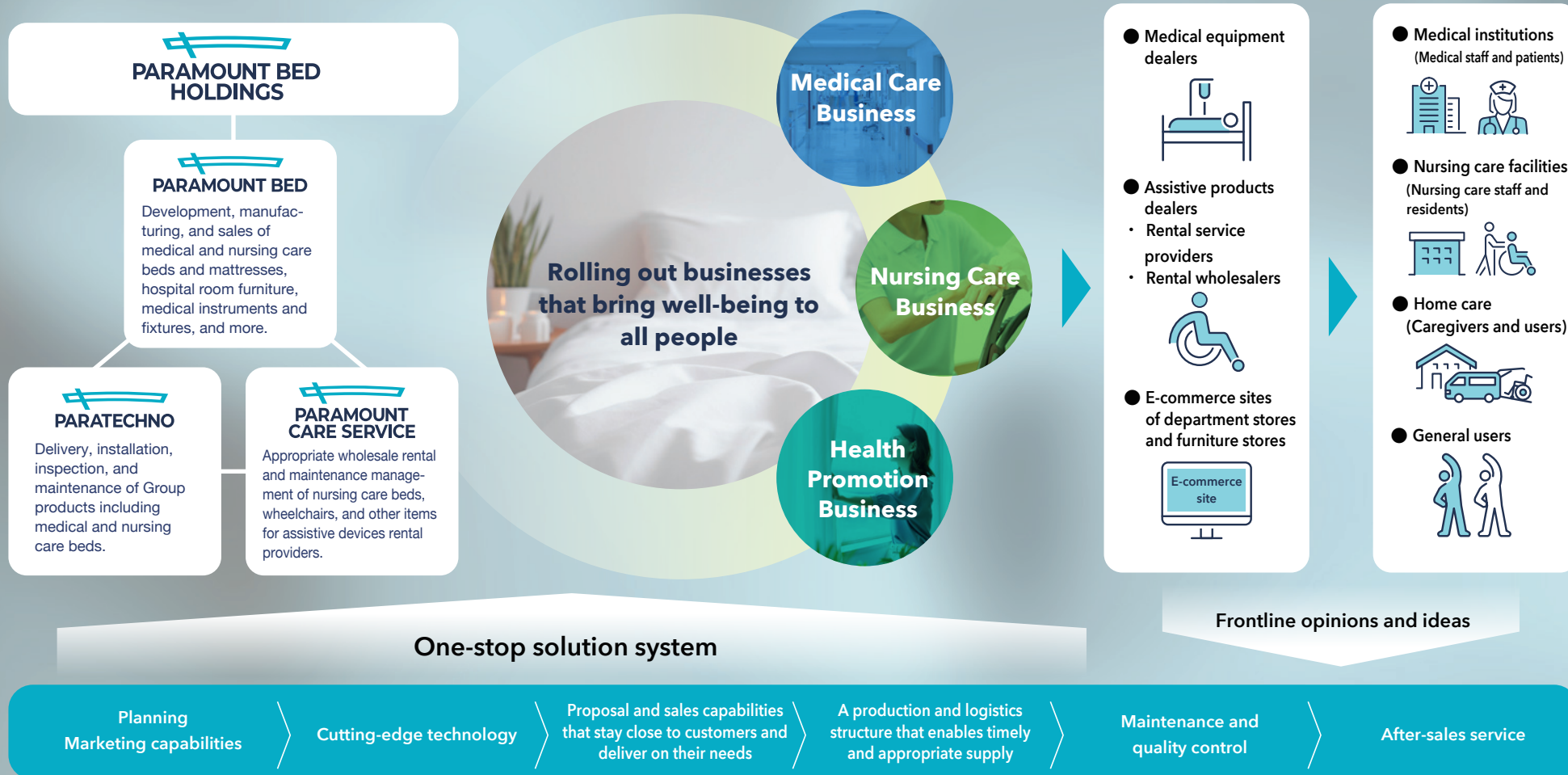
03

The ability to turn a human touch into value

Our sense of mission to contribute to
society remains unchanged since
our founding

The environment around our businesses is growing more diverse and complex with time. But by continuing to hold our unchanging principle of social contribution through company business for over 80 years, we have been able to adapt flexibly. And based on this idea, in the future we will continue to attend to each difficulty faced by medical settings and users in order to be a company that society needs.

Business Model



FEATURE 1

Research capabilities that support our strengths

Thoroughly researching sleep to support everyday well-being

The current state of sleep tech

“I slept soundly last night, and today I’m full of energy!” Have you truly felt that way recently? Japan is called a “sleep debt superpower,” with an OECD survey in 2021 reporting that the average sleep time of Japanese people was 7 hours and 22 minutes—the shortest among 33 member countries. Sleep deprivation not only increases the risk of lifestyle-related diseases, depression, and dementia, but is also correlated with per-capita GDP. The economic loss from sleep deprivation in Japan is estimated to reach 15–20 trillion yen per year.

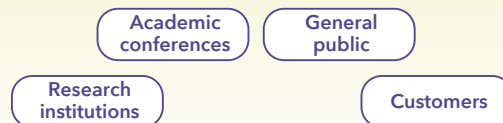
Amid growing health awareness, “sleep tracking” using smartwatches and similar devices has recently become familiar. However, simply measuring sleep does not solve sleep deprivation. Deriving valuable insights from data—such as what is the cause and what remedy should be taken—and returning those to everyday life and to medical settings is the true state of what sleep tech* is being asked to deliver today.

A group of experts crossing science and engineering with clinical practice: Paramount Bed Sleep Research Institute

Since our founding in 1947, our Group has supported the frontline as a pioneer of medical beds. Along the way, to contribute to the well-being of more people, we began full-scale sleep research in

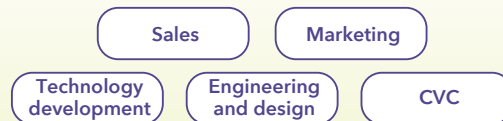
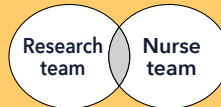


Providing information externally



Paramount Bed Sleep Research Institute

Research on sleep, development of elemental technologies, product evaluation, and information gathering and dissemination



Coordination with internal teams

the 2000s. In 2009, with the mission of solving sleep-related challenges, we established the Paramount Bed Sleep Research Institute.

The strength of our institute lies in the fusion of a research team with Ph.D. and master's degrees in science and engineering, and a nurse team with clinical experience. Through close discussions among these professionals from different fields, we achieve a high-level balance between technological innovation and practical usability in medical and nursing care settings. By collaborating with departments across the company to quickly capture society's latent needs, we conduct research from both academic theory and frontline perspectives. To date, we have delivered to society many innovative products and functions, including sheet-type body motion sensors that can capture sleep states without bodily attachments, even resistance mattresses that support easy turning over, and automatic bed operation that changes bed angles to match sleep.

From the frontline of life to the dining table—opening up the future with technology

Our research is achieving further evolution. By advancing our proprietary body-movement detection technology, we are completing and promoting research to detect scratching behavior during sleep to identify the cause of insomnia, as well as development of algorithms to detect worsening heart failure at an early stage. We are also taking on research to accurately predict final moments for terminal cancer patients by using AI based on quantitative breathing and heart rate data. By using technology to compensate for the limits of human judgment, we aim to realize a society in which the workload on medical staff is reduced and the quality of life (QOL) of patients and their families is improved.

Going beyond medical and nursing care settings, in March 2025 Paramount and NISSIN FOOD PRODUCTS CO., LTD. launched the Well-being Improvement through Food and Sleep Project. We co-developed an online check tool that proposes optimal actions according to individual values, and released it in 2026. By combining specialized knowledge about sleep with the daily activity of eating, we are greatly expanding the scope of our approach. We will propose an evidence-based, rich lifestyle and contribute to well-being across society.

* A coined term combining Sleep and Technology, referring to products and services that improve sleep quality by leveraging IT technologies, AI, etc.

Voice

Changing society through work

Takamasa Kogure

Paramount Bed
Director, Sleep Research Institute
Ph.D. (Medicine) / M.S.
(Engineering)

My dream is that, no matter where they may be, people will spend their final moments on our body motion sensor. I want our proprietary sensing technology to become so widespread in society that it becomes the norm. Since joining the Group in 2001, I have been involved in product development. I also participated in the launch of the Sleep Research Institute in 2009. Even since then, Japan's sleep challenges have not been resolved. In Japan, daytime sleepiness is taken for granted, but in Europe and the U.S. it is considered a sign of poor health, an abnormal condition. We face numerous challenges, but I believe our products, such as body motion sensors and automatic-operation beds, will contribute to solving them. Together with the institute and colleagues across the Group, I want to solve issues one by one and support well-being for many people.

Main exploration themes and investment track record

Support for caregivers



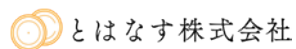
Employee benefits for small and medium-sized enterprises



Remote monitoring of critically ill patients



Medical examination and hospitalization guidance



Improvement of workplace environments in medical and nursing care

Synergy with sleep



Recovery wear



Sleep analysis



Cosmetics



Running app

FEATURE 2

Co-creation capabilities that support our strengths

CVC evolving from investment to co-creation

Taking on innovation through synergy creation

Our Group jointly operates a corporate venture capital (CVC) fund with SBI Investment Co., Ltd. Aiming to realize a society where everyone can live with smiles and peace of mind, we take on innovation that the conventional Paramount Bed Group alone could not achieve by creating business synergies with startup companies.

Established in 2022, this fund has steadily built an investment track record under the exploration themes of “support for caregivers” and “synergy with sleep,” and will support the growth of startup companies that will create the future of healthcare.

Examples of collaboration through CVC

Building up a record of achievement and reaching our fifth term in 2026, relationships with investee companies are deepening from investment to co-creation. An example of collaboration on behalf of the caregivers who have supported us is our collaboration with Better Place, Inc., which supports the introduction of the Hagukumi Corporate Pension program for SMEs. Through cooperation with the company, we will support the medical and nursing care industries, in which retaining personnel and improving working environments are challenges, by providing financial peace of mind and helping create workplaces where staff can work with confidence for the long term.

Investment track record

19 Companies

As of June 2026



Official website [🔗](#)

A major purpose of establishing the fund is to create an internal environment that promotes new endeavors. For example, we actively hold meetings with all departments to exchange information and explore new services. We also send out morning updates focused on daily trends, and receive many responses from within the company. We will continue to support open innovation and aim to maximize synergies with our business.



Voice

Creating new
services by taking on
challenges from within

Shigenori Koga

Healthcare Fund Chief
Health Management Officer
Corporate Planning Division
Paramount Bed Co., Ltd.

In the domain centered on sleep, which is Paramount Bed's strength, we have an initiative with TENTIAL Inc. The company operates a recovery wear and other wellness-brand business. We collaborated on promotions including monitor evaluations with our Sleep Research Institute. TENTIAL achieved a new listing on the TSE Growth Market in February 2025.

In 2025, aiming to create new value in the wellness field, we invested in Runtrip Inc., which operates a running app. By developing services and products involving exercise and sleep for runners reached by Runtrip, we will contribute to health-building for more people and help improve well-being across a broad range of generations.

Toward an execution phase to maximize value

The purpose of this fund is not simply investment. It is to create the “culture with thorough communication” and the “culture that encourages challenges” that our Group aims for, through co-creation that generates new value while collaborating externally. With younger employees playing a central role in accelerating open innovation and incorporating insights into new technologies, we aim to enhance the added value of the Paramount Bed brand and also help shift toward bottom-up management. Going forward, this fund will seek to maximize value co-creation aimed at realizing our vision.