

July 14, 2025

Conclusion of Purchase Agreement and Completion of Delivery of Wristband-type Activity Tracker for Tokyo Metropolitan Government's Health Promotion Project for the Elderly

FrontAct Co., Ltd (Chuo-ku, Tokyo; Representative Director, President, and Chief Executive Officer: Takehiko Nomura) (hereinafter referred to as “FrontAct”) is pleased to announce that it has signed a purchase agreement with the Tokyo Metropolitan Government (Governor: Yuriko Koike) for 5,000 units of its wristband-type activity tracker, “MiMoRy,” as part of the initiative “Health Promotion for Seniors Utilizing Digital Apps” (hereinafter “the Initiative”), led by the Tokyo Metropolitan Government. Following the agreement concluded on June 18, 2025, FrontAct has recently completed the delivery of all 5,000 MiMoRy units to the Tokyo Metropolitan Government.

In light of urgent social issues surrounding the growing population of late-stage elderly individuals—such as increased frailty and the risk of requiring long-term care—there is a strong demand for the development of evidence-based innovations that promote senior health and prevent frailty, as well as for the creation of environments that naturally encourage healthy living. As a response to these pressing issues, the Tokyo Metropolitan Government is implementing this Initiative. Leveraging the data collected from MiMoRy—an advanced smart wearable (wristband-type activity tracker) capable of measuring a wide range of vital signs and physical activity—Tokyo plans to launch a smartphone application that allows users and caregivers to monitor health status and detect frailty risks, even while at home. By supplying MiMoRy devices to the Tokyo Metropolitan Government, FrontAct is proud to contribute to efforts aimed at improving the health and well-being of the senior population.

(Reference)

About the Health Promotion for Seniors Utilizing Apps

The Initiative is a program launched by the Tokyo Metropolitan Government's Bureau of Social Welfare and Public Health. It builds upon the results of the previous initiative—"Project to Utilize Digital Devices such as Smartwatches to Contribute to Health Promotion for the Elderly"—which has been in progress since FY2022. The Initiative aims to implement those results in society by leveraging the expertise accumulated by the Tokyo Metropolitan Institute of Gerontology (Location: Itabashi-ku, Tokyo; Director General: Masahiro Akishita), which played a key role in the earlier phase of the project. Through the use of smartwatches and similar digital devices, the Initiative enables the measurement of vital signs and physical activity levels in older adults. By analyzing these data, a new smartphone application will provide insights into users' health status and detect frailty risks—even while they are at home. The ultimate goal is to encourage behavioral change among older individuals and promote their overall health and well-being.

About the "MiMoRy" Wristband Activity Tracker

The wristband-type activity tracker used in this Initiative is "MiMoRy," a device developed and marketed by FrontAct. MiMoRy is compatible with the smartphone application utilized in the Initiative and is designed to be worn during daily life without disrupting routine activities. Once worn, MiMoRy automatically collects a wide range of biological and activity-related parameters, including step count, resting heart rate, sleep score, conversation time, skin temperature, calorie consumption, and UV exposure. These metrics are associated with conditions such as frailty, depression, and dementia, enabling early detection and preventive health monitoring.

For more information about the product, please visit:

<https://frontact-gl.com/ja/product-information/product/mimory/>

About FrontAct Co., Ltd.

FrontAct is a wholly owned subsidiary of Sawai Group Holdings Co., Ltd. (Head Office: Yodogawa-ku, Osaka; Chairman and President: Mitsuo Sawai; hereinafter “Sawai GHD”). Originally established in April 2019 as the Frontier Business Development Division of Sumitomo Pharma Co., Ltd. (hereinafter “Sumitomo Pharma”), FrontAct has been committed to developing innovative solutions that address social challenges in healthcare beyond the scope of pharmaceuticals. Following a corporate spin-off in June 2024, FrontAct began operating independently. As of July 1, 2025, the company became part of the Sawai GHD group through a share transfer agreement between Sumitomo Pharma and Sawai GHD. FrontAct aims to redefine the concept of healthcare by building an innovative ecosystem of solutions that supports diverse lifestyles and enhances individual well-being.

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