

Announcement Concerning BI Medical, Inc.’s Transfer of CSO Business and Share Acquisition by BELLSYSTEM24 Holdings, Inc.

BELLSYSTEM24 Holdings, Inc. (President and Representative Director CEO: Ichiro Tsuge; HQ: Chuo-ku, Tokyo; referred to hereafter as “BS24”) announces that its consolidated subsidiary BI Medical, Inc. (President & Representative Director: Hayami Shimizu; HQ: Bunkyo-ku, Tokyo; referred to hereafter as “BI Medical”) concluded a basic agreement on the transfer of its CSO^{*1} business, centering on the dispatching of MRs to IQVIA Services JAPAN K.K. (President & Representative Director: Norihiko Minato; HQ: Minato-ku, Tokyo; referred to hereafter as “IQVIA”), with March 31, 2019 as the date of completion. In addition, BS24 concluded a share transfer agreement with ITOCHU Corporation (referred to hereafter as “ITOCHU”) that BS24 will acquire the shares of BI Medical held by ITOCHU following the transfer of the CSO business.

This transfer falls into insignificance criteria under the timely disclosure rules, and matters disclosed are partially omitted.

■Reason for share transfer

The transfer of BI Medical’s CSO business is made with the expectation that further growth of the business will be achieved by IQVIA, and BI Medical will focus on the development support business for pharmaceuticals and medical devices as well as the contact center business for medical institutions by utilizing its experience and expertise. BS24 will discuss the possibility of an alliance in the business fields on which BI Medical will focus with IQVIA, in addition to this business transfer. In addition, BS24 will concentrate its management resources on the business on which it has an advantage, including the cooperation with the CRM business that utilizes its new technology such as AI, to build a more efficient management system for the group, further enhancing corporate value.

■Overview of the transfer of business**1. About the transfer of business**

BI Medical’s CSO business (excluding the administrative department of the CSO business)

2. Overview of the subsidiary to be transferred**Overview of BI Medical**

(1) Company Name	BI Medical, Inc.
(2) Address	2-28-8 Hon-komagome, Bunkyo-ku, Tokyo
(3) Name and Position of Representative	Hayami Shimizu, President & Representative Director
(4) Business	<ul style="list-style-type: none">• Dispatching of MR/Contract Sales Organization (CSO)• Administration of a contact center in the field of medicine/healthcare• Support of the development of pharmaceuticals/medical devices (CRO)^{*2}
(5) Capital	100 million yen
(6) Established	March 1, 2012

that are needed in the development of pharmaceuticals (monitoring, data management, statistical analysis).

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