

**General incorporated association “Empower Children” and
limited liability company “AVEX & HIROTSU BIO EMPOWER LLC.”
are established to help pediatric cancer patients**

Tokyo, June 27, 2018: HIROTSU BIO SCIENCE INC. and Avex Management Inc. establish a general incorporated association “Empower Children” aiming to support pediatric cancer patients and their families. “AVEX & HIROTSU BIO EMPOWER LLC.” supports management of “Empower Children”, and promotes diagnoses for cancer.

“Empower Children”

– Entertainment Makes Children’s Power of Life!

Pediatric cancer is very painful disease for not only the patient him/herself, but also for the family of patient. Together with various artists, “Empower Children” will organize the charity events and supporting activities as below.

- 1) Encouragement for pediatric cancer patients and their families
- 2) Supports for people who are facing difficulties with high-cost and long-term cancer therapy
- 3) Educational activities to enhance social supports for pediatric cancers

“AVEX & HIROTSU BIO EMPOWER LLC.”

– Entertainment and Biotechnology Make a Social Innovation!

“AVEX & HIROTSU BIO EMPOWER LLC.” is established to support Empower Children’s social activities, and to advertise diagnoses for cancer with various entertainment activities. The company will also introduce an innovative cancer screening test, <N-NOSE*>, all over the world. Early detection of cancer is expected to extend healthy life span. “AVEX & HIROTSU BIO EMPOWER LLC.” will provide important information of early detection of cancer to people.

Background

The early detection of cancer gives the chance of effective/successful treatment. However, cancer screening rates in Japan are much lower than those in Western countries. One of missions is “promotion of cancer diagnosis”. HIROTSU BIO SCIENCE INC. has been developed a cancer screening method, “N-NOSE”. N-NOSE is “LOW cost, HIGH accuracy, NO-pain and detectable for multi cancer types/early stage cancer”, and suitable for 1st cancer screening. On the other hand, “AVEX & HIROTSU BIO EMPOWER LLC.” assumes a role for advertisement of cancer diagnosis.

We think both breakthrough technology and educational activities/advertisement are important to improve cancer screening rate. “AVEX & HIROTSU BIO EMPOWER LLC.” informs the importance of cancer diagnosis to young people with various artists such as singers. This will be the first step to raise a cancer screening rate at all age.

We will work for the future that everyone can get a benefit from the early cancer diagnosis.

Takaaki Hirotsu, the CEO of HIROTSU BIO SCIENCE INC.

Contact details:

If you would like more information, please check the websites.



Official website of “general incorporated association Empower Children”

<https://empower-children.jp/>



avex & hirotsubio
empower

Official website of “AVEX&HIROTSU BIO EMPOWER LLC.”

<http://avex-hirotsubio.jp/>



Official website of “HIROTSU Bioscience Inc.”

<http://www.hirotsu-bio.com/>

For media inquiries, please contact: press@hbio.jp