

## The opening of a “N-NOSE” store on Tmall Global, the largest cross-border EC platform in China operated by the Alibaba Group.

At the press briefing event concerning Alibaba Japan's newly launched Japan-China medical tourism initiative, our company's representative, Takaaki Hirotsu, took the stage.

HIROTSU BIO SCIENCE Corporation (headquartered in Chiyoda-ku, Tokyo; CEO: Takaaki Hirotsu, President; hereinafter referred to as "HIROTSU BIO SCIENCE") is proud to announce the opening of a store on Tmall Global, the largest cross-border EC platform in China operated by the Alibaba Group.

Alibaba.com Japan Co., Ltd. (Headquarters: Chuo-ku, Tokyo; CEO: Satoshi Okada; hereinafter referred to as "Alibaba Japan") announced on Aug. 21th that the company kick-offed a new initiative to support Japanese Company getting start in Japan-China medical tourism business, delivering Japanese healthcare and medical services to Chinese consumers in cooperation with Alibaba Group's Tmall Global. HIROTSU BIO SCIENCE Corporation's "N-NOSE" online flagship store will be launched on Tmall Global in September, 2023.



N-NOSE store top page in Tmall Global  
<https://hirotsubioscience.tmall.hk/> (Open our EC store in September)

By opening an official store on Tmall Global, one of China's largest e-commerce sites, we aim to introduce N-NOSE, a new Japanese cancer risk testing technology, to Chinese tourists visiting Japan, and to raise awareness and stimulate action for early cancer detection in China.

■ **Takaaki Hirotsu appeared at "Press Conference on New Business of Japan-China Medical Tourism Utilizing Tmall Global, a Cross-border E-commerce Service hosted by Alibaba.**

On Monday, August 21, 2023, Alibaba Japan, in collaboration with Alibaba Group's cross-border e-commerce platform "Tmall Global," officially launched a novel Japan-China medical tourism initiative. This initiative aims to provide cutting-edge healthcare and medical services from Japan to Chinese consumers. A press briefing event was conducted to introduce this new service.

During the event, emphasis was placed on the growing demand among Chinese consumers for healthcare and medical services, along with an exploration of the significance, content, and strengths of this novel undertaking. Additionally, a formalized strategic partnership ceremony took place between Alibaba Japan and GLZHealth, a Chinese enterprise providing a comprehensive one-stop internet-based medical service platform.

**【Comment from Takaaki Hirotsu, CEO of HIROTSU BIO SCIENCE】**

China's market of 1.4 billion people presents unprecedented opportunities, with health-consciousness growing not only among the elderly but also among younger generations. 'N-NOSE' employs the exceptional olfactory capabilities of nematode worms to detect cancer-related odors in human urine, offering a pioneering primary screening test for cancer. This technology represents a remarkable advancement in global cancer risk assessment. We are enthusiastic about introducing "N-NOSE" to a wider audience of Chinese consumers through our collaboration with "Tmall Global." This partnership aligns seamlessly with our mission of contributing to early cancer detection and improved healthcare outcomes.

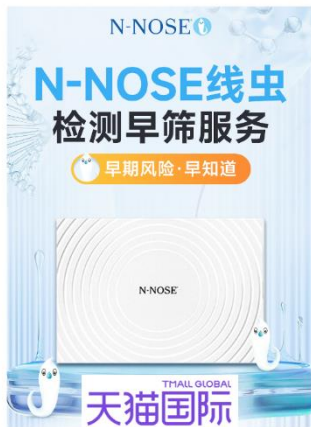


From left to right: Mr. Zhao Ge, Global Business Development General Manager of Tmall Global; Takaaki Hirotsu, HIROTSU BIO SCIENCE; Mr. Deng Rose, GLZHealth; Mr. Satoshi Okada, CEO of Alibaba Japan.

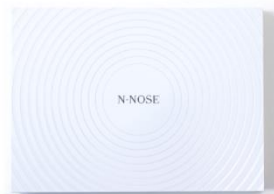
### 【Press Briefing Summary】

- Date: August 21, 2023 (Monday)
- Topics :
  - Unveiling the medical tourism platform within cross-border e-commerce, presented by Mr. Zhao Ge, Global Business Development General Manager of Tmall Global.
  - Introduction to the new China-Japan medical tourism initiative, by Mr. Satoshi Okada, CEO of Alibaba Japan.
  - Exploring the potential of China-Japan medical tourism from the viewpoint of Chinese consumers, presented by Mr. David Deng, Founder and CEO of GLZHealth.
  - Formalization of the partnership agreement between Alibaba Japan and GLZHealth.
  - Insight into the challenges and expectations related to accommodating visiting patients from Japanese healthcare companies, shared by Takaaki Hirotsu, CEO of HIROTSU BIO SCIENCE.

### ■From purchase of N-NOSE on "Tmall Global" to receipt of results



1) Purchase a kit through Tmall Global



2) Receive test kits



**N-NOSE**

受検者登録  
全て入力後、「上記の内容で登録」をクリックしてください

メールアドレス

名前

電話番号

性別  
 男性  女性

生年月日  
 年: 1960 月: 1 日: 1

パスワード

パスワード (確認用)

3) Register MyPage



4) urine sampling after arriving in Japan



5) submitting the urine sample in to a collection area within Tokyo



6) After returning to home country, receive results on MyPage  
(Results expected by: (Results expected by: in a few weeks)

## ■Tmall Global (天猫国际)

Launched in 2014, Tmall Global is a leading import e-commerce platform in China that addresses the increasing demand of Chinese consumers for international products and brands. It serves as the premier platform through which overseas brands and retailers reach consumers in China, build brand awareness and gain valuable consumer insights in forming their overall China strategies, without the need for physical operations in China. Tmall Global is a business of Alibaba Group. <https://www.alibabagroup.com/en-US/about-alibaba-businesses-1496650652967763968>

## ■References

### **【HIROTSU BIO SCIENCE】**

Our goal is to "protect people's health and future security" through research, development, and practical application of unique testing technologies that utilize the abilities of living organisms. Established in 2016, N-NOSE has been put to practical use thanks to the rich ideas and tireless efforts of our researchers. In the era of life expectancy of 100 years, while extending healthy life expectancy has become a priority, it is said that one in two people will be diagnosed with cancer. We will contribute to solving these social issues with our groundbreaking "bio-diagnosis" technology that utilizes the power of nematodes, which have an excellent sense of smell and are no match to artificial devices.

Furthermore, In June 2023, we signed a memorandum of understanding with the Global Health Equity Fund, an impact fund established in partnership with the WHO Foundation and venture capital firm OurCrowd to support the creation of impact to solve global health problems, with the aim of expanding N-NOSE overseas to countries where healthcare systems are not yet in place. The fund aims to create impact to solve the world's health problems. We are striving for R&D and practical application of N-NOSE to make bio-diagnosis more accessible and more progressive for the healthy future of many people.

Company Name: HIROTSU BIO SCIENCE Inc.

Location: New Otani Garden Court, 4-1 Kioi-cho, Chiyoda-ku, Tokyo

Representative: Takaaki Hirotsu, CEO

Date of Establishment: August 2016

Principal Business: Research, development, and sales of cancer tests using nematode and nematode olfactory sensors

Corporate website: <https://hbio.jp/>

### **【N-NOSE】**

A primary cancer screening test that utilizes the highly accurate detection of cancer-specific odors in human urine by the nematode *C. elegans*, which has an excellent sense of smell. By just submitting urine, it is a simple, inexpensive, highly accurate, and comprehensive systemic cancer test. The test has been proven to detect 15 types of cancer: oral cavitypharynx cancer, esophagus cancer, lung cancer, breast cancer, stomach cancer, liver cancer, pancreas cancer, gall bladder cancer, bile duct cancer, colon cancer, kidney cancer, bladder cancer, ovary cancer, uterus cancer, prostate cancer, etc. Since its launch in January 2020, a total of over 400,000 people have been tested. The number of corporate customers has exceeded 1,700 (as of July 2023).

Corporate website <https://lp.n-nose.com/>