

Long-term VISION RT5001 FYE Mar. 2025 - FYE Mar. 2033

May 14, 2024

Road to 500



TSE Prime Market Securities code: 7600

- Agenda -

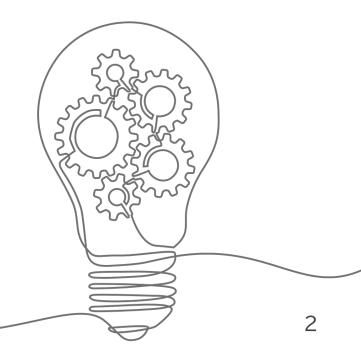
1 . MODE 2023 Review (FYE Mar. 2022 - FYE Mar. 2024)

P. 3

2. Long-term VISION RT500 P.12 (FYE Mar. 2025 - FYE Mar. 2033)

3. 1st Stage (FYE Mar. 2025 - FYE Mar. 2027)

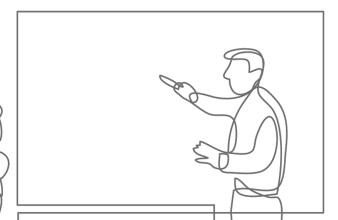
P.18



1

MODE2023 Review FYE Mar. 2022 - FYE Mar. 2024







TSE Prime Market Securities code: 7600



- Contents -

Review P. 5

Quantitative Objective P. 6

Focused Approach
Results
P. 7

Financial Strategy
Results
P.10

Issues and Measures P.11

Summary

MODE2023 Management Policy In addition to responding to various needs of the medical field, such as improving treatment outcomes, we provide services that contribute to improving the value of treatment in the medical field in a timely manner, with a higher level of expertise, and contribute to improving patient QOL.







Improved Therapeutic Value

- Improved treatment outcomes through improved efficacy and safety
- Improved health care economics through shorter hospital stays

Services (Our Business Focus)

• Orthopedic implants, medical instruments, surgical support systems, etc.

Summary

Although we achieved our sales target through product development and procurement in response to the needs of the market as well as by providing services to the medical field that contributed to the enhancement of therapeutic value, the profit level fell far short of the target due to higher manufacturing costs and the impact of yen depreciation. The result was an operating profit of 7.5%, ROE of 5.2% and ROIC of 4.5%, which fell well short of the targets of 15.9% Operating Profit, 10.0% ROE, and 9.0% ROIC.

MODE2023 Review

Quantitative Objective Result

- Net sales achieved the target, despite the impact of the new coronavirus infection, due to growth from sales expansion and the impact of the yen's depreciation.
- Operating profit fell far short of the plan due to higher manufacturing costs, deteriorating gross margin due to the impact of yen depreciation, and higher personnel and other expenses, despite efforts to curb SG&A expenses.

(Unit : Millions of	FY2022	FY2022		FY2023		FY2024	
yen,%)	Results/Objective	Ratio to sales	Results/Objective	Ratio to sales	Results/Objective	Ratio to sales	
Net sales	19,193 / 18,700	100.0	21,307 / 20,000	100.0	23,177 / 22,000	100.0	
Operating profit	2,661 / 2,700	13.9/14.4	2,024 / 3,000	9.5/15.0	1,746 / 3,500	7. 5/15.9	
Ordinary profit	2,591 / 2,650	13.5/14.2	2,043 / 2,950	9.6/14.8	1,842 / 3,400	8.0/15.5	
Net profit *1	2,135 / 1,800	11.1/9.6	1,423 / 2,000	6.7/10.0	1,271 / 2,300	5.5/10.5	
ROE	10.7% / 9.2%	-	6.4% / 9.5%	-	5.2% / 10.0%	-	
ROIC	7.9 % / 8.1%	-	5.6% / 8.5%	-	4.5% / 9.0%	-	
Average exchange rate during the period (Yen/US\$) *2	112.88	-	134.95	-	144.41	-	

^{*1} Net profit attributable to parent company

^{*2} MODE 2023 Average exchange rate during the period at the time of plan formation: 108 yen/US\$

Focused Approach Results

① Expansion of overseas business

Area	Objective	Progress	Result
United States	 Continued double-digit growth 	Not Achieved	 Growth rates from 2022 to 2024 are 17.2%, 5.9%, and 6.2% Continued double-digit growth every fiscal year not yet achieved (in U.S. dollar terms)
	 Preparation for local manufacturing and sales Cultivation of Chinese market and establishment of sales base through import and sales of ODEV products 	Achieved	 China distributor signed contracts with 30 hospitals and 21 distributors in China. WOMA, a joint venture company, was established. Knee joint replacement product "made in China" is recognized by China FDA. Started production in China of price-competitive knee prostheses for China Cost reductions achieved with surgical instruments made by WOMA
Australia	 Started import and sales of ODEV products, introduced surgical support system, and established sales network. 	Discontinued	 Withdrawal due to changes in regulatory approval regulations, with no prospect of obtaining approval.

	Review	Issue
Not Achieved	 ✓ U.S. sales growth rate continues to be double-digit every fiscal year, but not yet achieved(Inflation in the U.S. and other factors caused supply chain problems, which slowed the expansion of the customer base.) ✓ China business made steady progress toward local manufacturing and sales ✓ Australian market withdrawal 	Expand customer base in U.S. market

Focused approach Results

2 Strengthen development and procurement capabilities

	Objective	Progress	Result
•	Strengthen procurement and development of novel and competitively superior high value-added products, instruments, and services	Achieved	 Joint field: 3 products (regulatory approval delayed for new Hip Joint products in the U.S.) Regenerative medicine field: 1 product Spinal field: 2 products
•	Improve development processes, collaborate with relevant departments, and strengthen consensus building	Achieved	 Introduction of systems to increase the value of treatment: 3 products
•	Reduction of manufacturing costs, expansion of inhouse manufacturing capacity	Not Achieved	 Cost of Sales ratio deteriorated due to yen depreciation: 31.8% →36.3% *1 Average exchange rate during the period: 108 yen →144.41 yen (yen/US\$) *2 Ratio of internal product manufacturing decreased: 27% → 25.6% *1 Manufacturing costs deteriorated due to the impact of U.S. inflation impacting cost of raw materials, labor and higher procurement costs from external suppliers.
•	Improvement of pre-market quality to reduce defects	Achieved	Achieved reduced complaint/failure rate
	Review		Issue

✓ Regulatory approval delayed for new Hip Joint products in the U.S. ✓ Cost of Sales ratio worsened: 31.8% ⇒ 36.3% *1 ✓ Average exchange rate during the period impacted results: 108 years.

Not Achieved

- ✓ Average exchange rate during the period impacted results: 108 yen ⇒ 144.41 yen (yen/US dollar)*2
- ✓ Ratio of internal manufacturing decreased: 27% ⇒ 25.6% *1
- ✓ Manufacturing costs deteriorated due to the impact of U.S. inflation and other factors and higher procurement costs from suppliers.

Issue

Reduction of manufacturing costs

(e.g., increase ratio of in-house production)

^{*1} Comparison of results for the FYE Mar. 2021, the final year of the previous two medium-term management plan MODE 2020, and the FYE Mar. 2024

^{*2} Comparison of assumed exchange rates at the time MODE 2023 was formulated and the average exchange rate for the period ending March 31, 2024

MODE2023 Review

Focused approach Results

3 Strengthening Human Resources and Organizational Expertise					
Objective	Progress		Result		
Strengthen individual and organizational expertise	Achieved	specialized training			
 Proactive investment in human resources to strengthen the strategy execution system (increase in headcount) 	Achieved	 Recruitment of specialized personnel with experience and expertise that we do not have 			
 Establishment of a new Business Development Department (procurement of new and other products, development of services that contribute to the improvement of treatment value) 	Achieved	Established Business Development Department and entered the regenerative medicine field (knee joints).			
Review			Issue		
	Achieved Further strengthen human personnel, and enter new areas of regenerative medicine				
④ Promotion of Techno	ology				
Objective	Progress		Result		
 Development of high value-added services for medical Achieved Introduction of 					
professionals, such as surgical support systems and services	Achieved	Introduction of navigation product sales	ition systems, synergies in		
			ation systems, synergies in		
 professionals, such as surgical support systems and services Maintain and strengthen customer relationships through non 	Achieved • Achieved vis	product sales Expand customer bas Improved efficiency of	ation systems, synergies in		
 professionals, such as surgical support systems and services Maintain and strengthen customer relationships through non face-to-face tools Further efficiency improvement in inventory operation visualization, manufacturing management, daily operations, 	Achieved • Achieved vis	product sales Expand customer bas Improved efficiency of sualization of inventory	etion systems, synergies in by holding webinars f SCM operations through		

Financial Strategy Results

Despite the Corona virus and a weaker-than-expected yen, the company continued to make capital investments for growth and generated free cash flow.

Cash Flow

- Operating CF
- FCF
- Self-capitalization ratio

Target	Result
8 billion yen created	7.4 billion yen
2 billion yen created	2.3 billion yen
75%	81.0%

Growth Investments

Capital investment

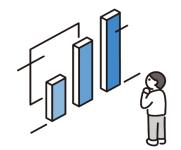
Target	Result
6 billion yen	4.8 billion yen

(Mainly investment in medical instruments and manufacturing facilities)

Inventory & Finance

- Inventory
- Net Debt

Target	Result
2 billion yen increase	3.8 billion yen increase
Minus(Net Debt)	Minus(Net Debt)

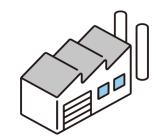




Return to shareholders

Dividend

Target	Result
Stable Dividends	Dividend increased by 1 yen for three consecutive terms











MODE2023 Review

Issues and Measures

- Missed double-digit growth in U.S. Sales due to new coronavirus infection and other factors
- Operating profit margin deteriorated due to higher manufacturing costs resulting from the impact of inflation in the U.S. and higher procurement costs from suppliers, as well as higher domestic procurement costs resulting from the sharp depreciation of the yen.

Measure Issue Expand customer base through timely market introduction Expanding U.S. Business of new products, and expansion of distribution network Diversification of manufacturing contractors (suppliers) in the Resolving supply chain U.S., diversification into regions outside the U.S. (Japan, Asia, Europe, etc.), and diversification of manufacturing and foreign issues exchange risks Expansion of in-house production rate for ODEV 's manufacturing Reduction of Recruitment of suppliers in diverse regions with competitive manufacturing costs manufacturing costs Enhancement of in-house product sales Further improve efficiency of SG&A expenses Improve efficiency of Introduction of surgical instruments manufactured by WOMA (China) to both Japan and the U.S. (reduction of purchase price SG&A expenses and depreciation)



Urgent need for early return to double-digit growth in the U.S., improvement of cost ratio, and streamlining of SG&A expenses.

Long-term VISION RT500] FYE Mar. 2025 - FYE Mar. 2033

Road to 500



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Purpose & "RT500" Management Policy

Purpose

Contribute to improving patients' QOL

RT500
Management
Policy

Understand the needs of the medical field and provide services that contribute to improving the value of treatment in a timely and stable manner with higher expertise and quality.







Improved Therapeutic Value

- Improved treatment outcomes through improved efficacy and safety
- Improved health care economics through shorter hospital stays

Services (Our Business Focus)

Orthopedic implants, medical instruments, surgical support systems, etc.

RT500

Road Map

Sustainability Initiatives (Materiality)

- 1) Improve patient QOL
- 2 Reduction of environmental impact
- 3 Respect for Human Rights

- human resources
- 4 Promotion of diverse 5 High-quality response to medical needs
- 6 Promotion of Corporate Governance

Enhancement of corporate value

Consolidated Sales 50 billion yen

Operating profit ratio: 15%+

ROE: 10%+

ROIC: 8%+

Dividend payout ratio: 30%+

3rd Stage Transformation

(FY2031 - FY2033)

We will be reborn as a company that continuously creates innovative products/technologies and new businesses at the core of its operations by allowing the seeds of new earnings planted in the 1st and 2nd Stages to flourish.



2nd Stage Evolution

(FY2028 - FY2030)

Continue to strengthen manufacturer functions and expertise. Furthermore, we will further strengthen our profitability and sales capabilities. We will evolve as a company by enhancing our structure to nurture new earnings drivers such as new materials, new technologies, and new businesses.

1st Stage Strengthen

(FY2025 - FY2027)

Increase the rate of in-house production to strengthen the manufacturing function, build resilience in SCM, and enhance the expertise of the sales organization. Deepen our strength as an orthopedic manufacturer with activities spanning Japan, the U.S., and China.

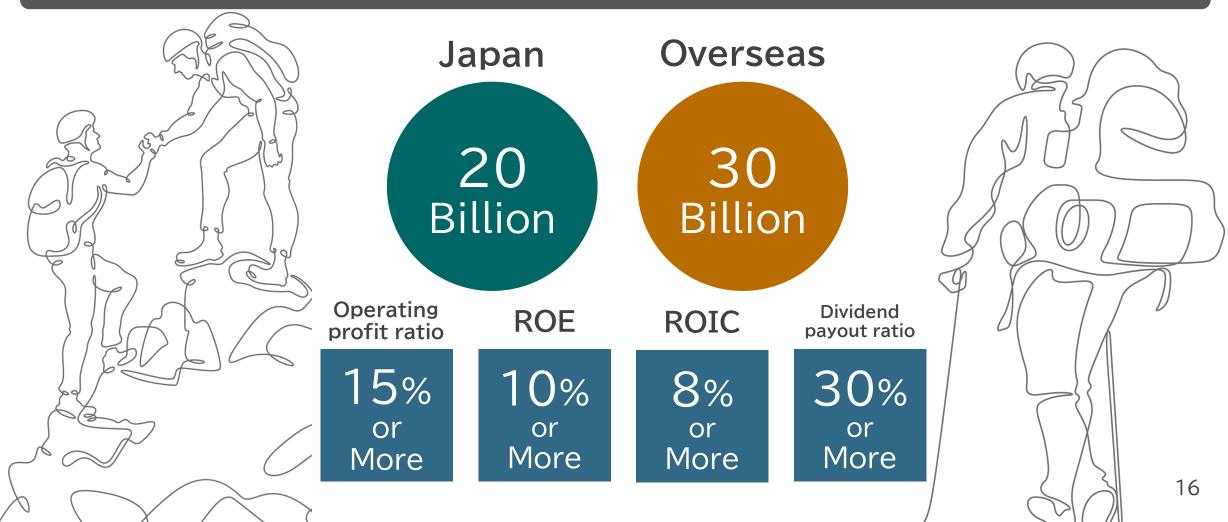
Focus on specific measures

- Strengthening of sales force (Expansion of U.S Business. Expansion of Japanese Business, Establishment of China sales platform)
- Strengthen product portfolio management
- Supply Chain Management Resilience

Quantitative Objectives

Aim to achieve domestic sales growth exceeding the market growth rate and double-digit growth in overseas sales, while improving profitability by reducing cost of sales and improving efficiency of SG&A expenses, while investing in growth.

FYE2033 Consolidated Net sales: 50 Billion yen



Sustainability Initiatives

Our Group will enhance sustainable corporate value by improving non-financial value through ESG activities.

Improve patient QOL



Contribute to healthcare by strengthening our ability to develop and procure products and services that contribute to improving patient QOL

Promotion of diverse Human Resources



Strengthen human capital management

Reduction of Environmental Impact



Reduce GHG emissions (Scope 1 + Scope 2) by 30% (by 2030) compared to FYE2020

High-quality response to medical needs



Stable supply of safe and reliable medical equipment

Respect for Human Rights



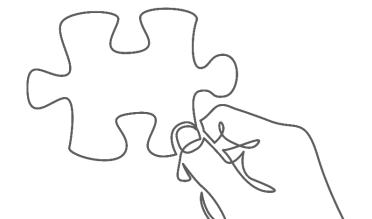
Respect for human rights in accordance with the norms of the United Nations Global Compact (UNGC)

Promotion of Corporate Governance



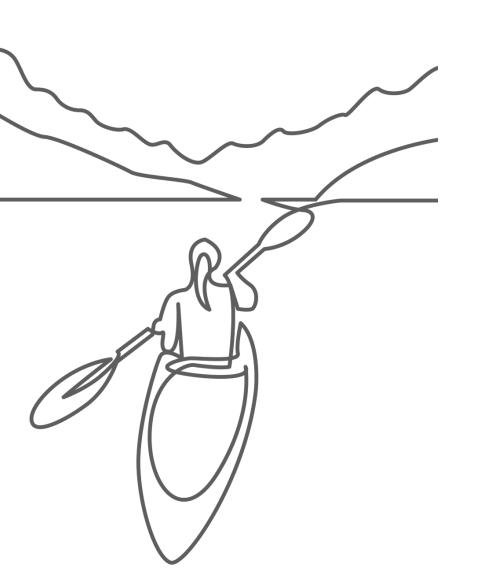
Corporate Governance Code Promotion of risk management and compliance management

1st Stage FYE Mar. 2025 – FYE Mar. 2027





TSE Prime Market Securities code: 7600



- Contents -

Our Perception of the Business Environment	P.20
Realization of Management Conscious of Cost of Capital and Stock Price	P.21
Quantitative Objectives	P.22
Focus on Specific Measures	P.23
Financial Strategy	P.29

Our Perception of the Business Environment

Although there are many factors to be addressed, such as rapid changes in the economic and social environment and changes in the environment surrounding orthopedics, the size of the orthopedics market is expanding due to the increase in the elderly population.

Changes in Social Environment

Japan U.S. China

- The size of the orthopedic market is expanding due to the increase in the elderly population.
- Expectations to resolve issues for social materiality
- Growing public concern about aging
- Unstable international situation and rapid changes in the economic environment

Japan

- Decrease in sources of social security due to the decline in the working population
- Increased personal health awareness, increased spending on health
- Expectations for achieving cost of capital and stock price conscious management

U.S.

- Increase in manufacturing costs due to inflation, etc.
- Insufficient human resources
- Increase in interest rates

China

- Increased personal health awareness, increased spending on health
- Unstable U.S.-China trade environment

Changes in the Environment Surrounding the Orthopedic Market

- Increasing sophistication and diversity of medical needs
- Diversified treatment methods (regenerative medicine)/ trends (early treatment)
- Technological innovation, evolution through utilization of technology
- Progress in social security cost containment
- Continued decline in reimbursement prices
- Advances in Regenerative Medicine and Preventive Medicine
- Reform of physician work styles
- Insufficient physicians for growing number of elderly patients
- Increasing trend of osteoarthritis cases
- Declining trend in U.S. Average Selling Price
- Outpatient ASC (Ambulatory Surgical Center) joint surgeries on the rise
- Supply Chain Issues in the Orthopedic/Medical Device Industry
- Fall in product prices due to centralized purchasing system

Realization of Management Conscious of Cost of Capital and Stock Price

Along with expanding consolidated net sales, improve profitability through investments to enhance profitability and manufacturing capacity, strengthen product portfolio management, reduce cost of sales and improve efficiency of SG&A expenses, etc., and achieve management with awareness of cost of capital.

Objective			
(Unit : Millions of yen , %)	FY2024	FY2027	
	Results	Objective	
Consolidated net sales	23,177	30,000	
Operating profit	1,746	3,250	
Operating profit ratio	7.5%	10.8%	
Net profit	1,271	2,300	
ROE	5.2%	8.0%	
ROIC	4.5%	7.4%	
Dividend payout ratio	29.0%	30.0%	

Measures to improve PBR below 1x

- Expand sales in Japan and the U.S. through new product development
- 「SAICO Project」 (Strategic Actionable Initiatives for Cost Optimization)
 - Cost reduction by strengthening in-house manufacturing capacity
 - Cost reduction by strengthening procurement capabilities
- Investments to enhance profitability and manufacturing capacity
- Strengthen product portfolio management
- Management conscious of Cost of Capital

Quantitative Objectives

In addition to expanding consolidated net sales, we will improve profitability by reducing cost of sales and improving efficiency of SG&A expenses, targeting an operating margin of 10.8%, ROE of 8.0%, ROIC of 7.4%, and a dividend payout ratio of 30% in the final year of the plan.

	FY2025		FY2026)	FY2027	,
(Unit: Millions of yen、%)	Forecasts	Ratio to sales	Objective	Ratio to sales	Objective	Ratio to sales
Consolidated net sales	25,200	100.0	27,400	100.0	30,000	100.0
Operating profit	1,850	7.3	2,350	8.6	3,250	10.8
Net profit *	1,300	5.2	1,600	5.8	2,300	7.7
ROE	5.0%	-	5.9%	-	8.0%	-
ROIC	4.5%	-	5.6%	-	7.4%	-
Dividend payout ratio	30.5%	-	30.0%	-	30.0%	-
Average exchange rate during the period(Yen/US\$)	150.00	-	150.00	-	150.00	-

^{*} Net profit attributable to parent company



Disclose rolling 3 years, every year, starting from the next fiscal year (FY2025), with the most recent year as a forecast and rolling 2 years thereafter as an objective.

Focus on Specific Measures

Achieve profitable and sustainable growth by implementing priority measures and improving profitability

① Strengthening of Sales Force

Expansion of U.S. Business

- Introduction and expansion of new products
- Strengthen product lineup
- Strengthen sales network

Expansion of Japanese Business

- Introduction and expansion of new products
- Expanding sales in the early treatment area
- Strengthen sales structure
- Strengthening sales specialization

Establishment of China sales platform

- Expansion of product lineup
- Strengthen sales network
- Product exports to third countries other than Japan, the U.S., and China

② Strengthen product portfolio management

- Product Portfolio Revision
- Strengthening Development Capability

3 Supply Chain Management Resilience

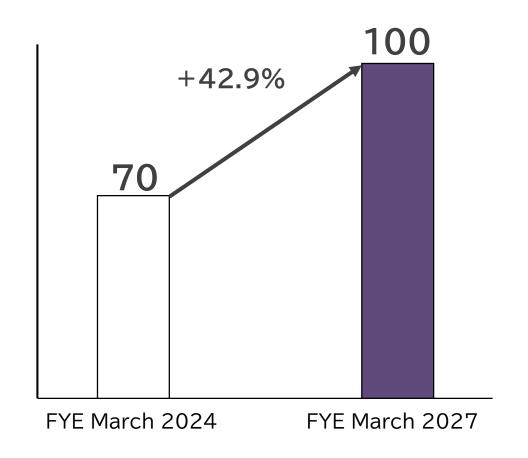
- Cost reduction by strengthening in-house manufacturing capacity
- Reduce costs and risks by strengthening procurement capabilities
- Cost reduction through procurement of surgical instruments manufactured by WOMA in China

1 Strengthening of Sales Force Expansion of U.S. Business



Objective

(Unit: Million of dollars)



Focus on Specific Measures

Product Axis

- Introduction/expansion of new products
- Strengthen product lineup
 - Sales on new products 10-15 Mil\$ /year
 - New product introduction

Customer Axis

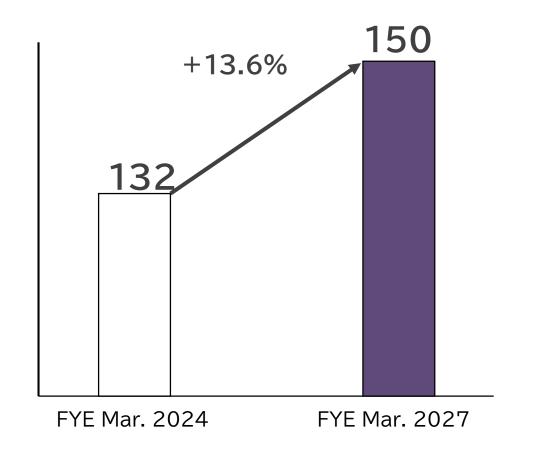
- Strengthen sales network
- Acquisition of new customers
 - Strengthen ties with existing distributors, expand distributor network, increase recognition, along with continuing the track record cultivated over the 30 years since the company's founding in the U.S.

1 Strengthening of Sales Force Expansion of Japanese Business



Objective

(Unit: Billion of yen)



Focus on Specific Measures

Product Axis

- Expansion of the number of cases acquired in Trauma (Hip fracture area)
- Introduction and expansion of new products
- Launch of early treatment product
- Expand the number of cases acquired in Spine

Sales Axis

- Strengthen sales structure (Strengthen sales organization, increase sales force)
- Strengthening Sales Specialization

1 Strengthening of Sales Force Establishment of China sales platform



Objective

Expansion of product lineup

Strengthen sales network

Focus on specific measures

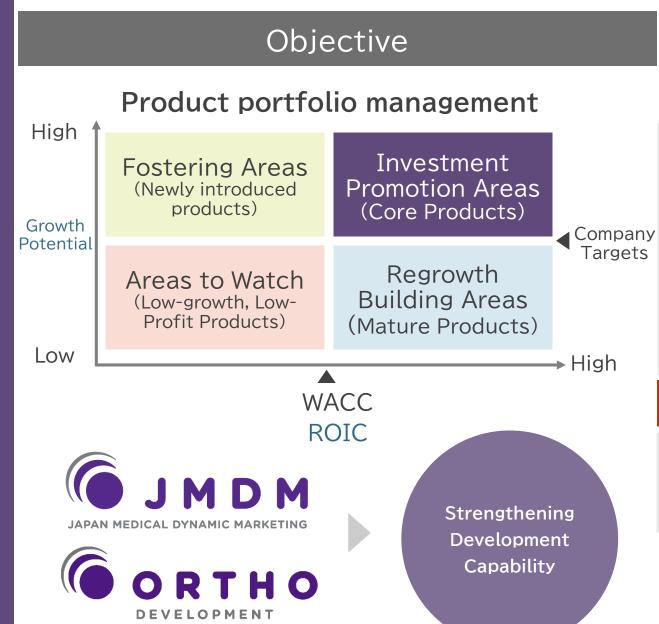
Product Axis

- Production of Knee joints by WOMA, in China, begins.
 - → Mass-production
- Expanding sales of Knee Joints made in China
- Obtain regulatory approval and manufacturing license for Hip Joints made in China.
 - → Production and sales started

Customer Axis

- Expanding the number of distributors
- Expanding the number of hospital

2 Strengthen Product Portfolio Management



Focus on Specific Measures

Product Axis

- Selection and concentration of products
- Strengthen product lifecycle management
- Strengthening systems to enhance treatment value (Enabling Technologies Systems - i.e. Navigation, Robotics, etc.)

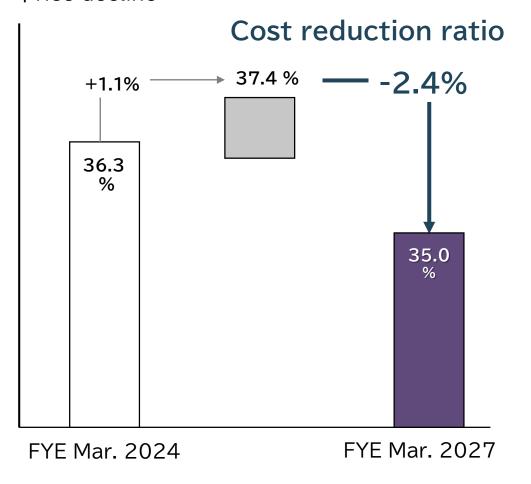
Development Axis

- Strengthen investment in development
- Strengthen IP strategy

3 Supply Chain Management Resilience

Manufacturing Cost Reduction Target

Exchange rate and reimbursement price decline



Focus on specific measures

Expanding In-House Production

- Internal Manufacturing Ratio: 25.6% → 40%
- Manufacturing Automation

Strengthen Procurement Capabilities

- Strengthen Supplier Management
- Streamline and Optimize Procurement Processes

WOMA Utilization (China) Cost reduction through procurement of surgical instruments manufactured by WOMA in China

Stable Supply system

- From one-supplier concentration to multi-supplier purchasing
- Outsourced manufacturing development in Asia

Financial Strategy

Continue to make capital investments for growth while targeting free cash flow generation

Cash Flow

Operating CF

• FCF

Target

8 billion yen created

2 billion yen created

Finance

Net Cash

Target

Maintain positive

Growth Investments

Target

Capital 6 billion yen

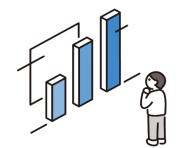
(Mainly investment in medical instruments and manufacturing facilities)

Return to shareholders

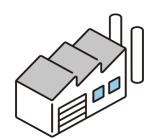
Dividend

Target

Stable Dividend and Dividend payout ratio of 30% or more















Contribute to improving patients' QOL

Inquiries about this document Japan Medical Dynamic Marketing, INC.

Investor Relations Office < <u>ir@jmdm.co.jp</u>>

- Our IR website: https://www.jmdm.co.jp/ir/
- Our Sustainability Website: https://www.jmdm.co.jp/sustainability-action/

Notes

The forward-looking statements in this document are based on information currently available to us and certain assumptions that we consider reasonable, and are not intended as a promise by us that they will be realized. Actual results may differ materially due to various factors.

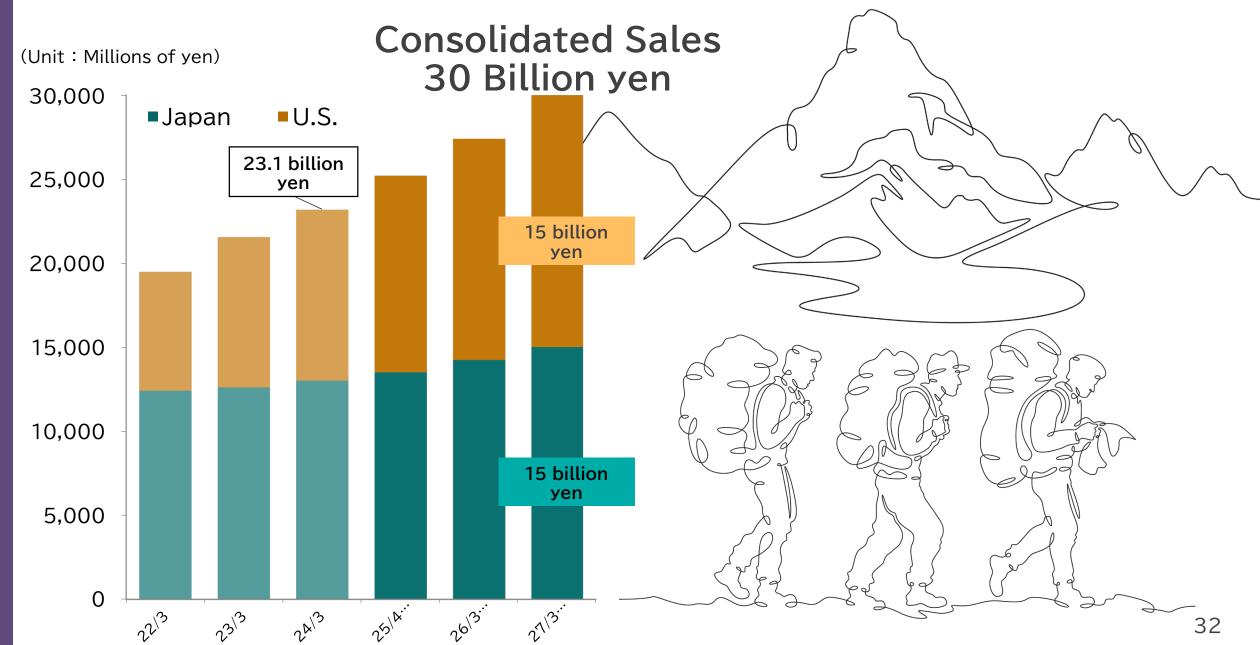
Appendix





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1st Stage: Consolidated Sales Transition



Improve Patient QOL

Contribute to improving the patients QOL by introducing products that improve the value of treatment and extend healthy life expectancy.

Average life expectancy and healthy life expectancy

Health Expectancy

Limited in activities of daily living

Woman:75.4Yrs

12.1Yrs

Average life 87.5Yrs

Treatment Value Improvement

Improvement QOL

Male:72.7Yrs

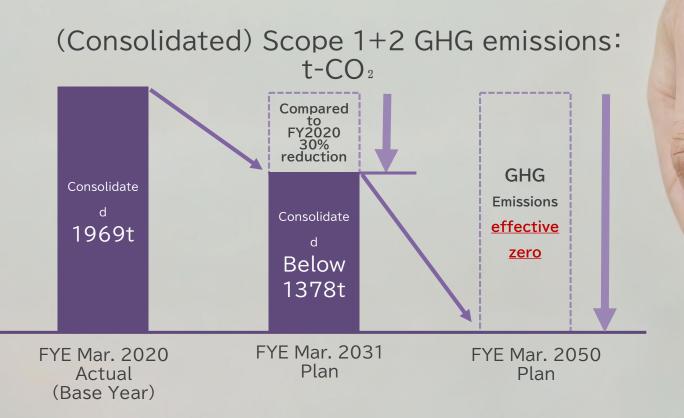
Ministry of Health, Labor and Welfare "Reiwa 4th Edition Health, Labor and Welfare White Paper" Created by us based on 2019 data

8.7Yrs

Average life 81.4Yrs Treatment Method Process Treatment
Effect
Outcome

Reduction of Environmental Impact

Reduce GHG emissions (Scope1+Scope2) by 30% (by FY2031) compared to FY2020



Our Action

Reduce Scope 1 GHG emissions by reducing gasoline consumption.

- Eco-Driving
- Sequentially replaced with more fuelefficient vehicles

Introduce renewable energy electricity and reduce Scope 2 GHG emissions to zero.

- Power saving efforts
- Sequential introduction of electricity from renewable energy sources

Respect for Human Rights

Implement human rights due diligence in line with the UN Guiding Principles on Business and Human Rights (UNGP) and establish a global human rights governance structure.

We will promote respect for human rights in accordance with our human rights policy.

- Respect for human rights through in-house education and training on human rights
- Respect for human rights through human rights due diligence targeting internal company
- Respect for human rights through human rights due diligence covering the supply chain

Promotion of Diverse Human Resources

(Career Management System)

Based on our unique career management system (promotion of diverse human resources), we will develop human resources, including ensuring diversity of human resources, and improve the internal environment to realize human capital management.

Human resource development, including ensuring diversity of human resources

◆ Increase Engagement

- CMS (Career Management System) Practices
- Use of Brown Bag Meetings and Self-Career Docs
- Satisfactory evaluation system, treatment and compensation

◆ Talent Management (succession planning)

- Succession planning and development of department heads and above
- Implement training programs to improve language skills, cross-cultural understanding, etc.
- Enhance training programs to improve expertise in each position
- Promote training programs based on our own list of job classifications and job requirements, with an awareness of career paths

Internal Environmental Improvements

◆ Diversity & Inclusion

- Creation of an environment in which all employees can play an active role regardless of their attributes
- Increase ratio of female managers
- Promotion of seniors, foreigners, people with disabilities, etc.
- Employment and promotion based on ability and experience regardless of age, gender, or nationality
- Employment and promotion based on ability and experience regardless of age, gender, or nationality

Health Management

- Curb overtime work and promote effective use of paid leave
- Support for balancing health (treatment and prevention) and work
- Promote employee health (rest, stress reduction, nutrition, well-being)
- Smoking cessation assistance for employees' health