

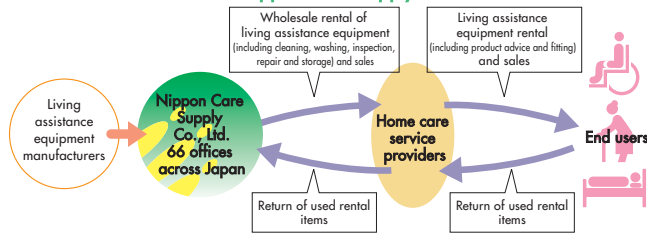


Nippon Care Supply Co., Ltd.

Human Life Business Japan

Wholesale Rental and Sales of Living Assistance Equipment

Nippon Care Supply



Wholesale Rental Provider of Living Assistance Equipment

Nippon Care Supply Co., Ltd. has carved out a new market niche as a wholesale provider of rental living assistance equipment for individuals utilizing Japan's public long-term care insurance. The company purchases living assistance equipment directly from manufacturers, which it then provides to home care service providers for rental by end users. The company handles 12 categories of living assistance equipment that are subsidized under the national public long-term care insurance. Its product lineup includes wheelchairs, beds and walkers. After equipment is returned from rental, it receives thorough maintenance under the strictest quality control measures before being made available again for rental. The maintenance process includes cleaning and

sanitization of equipment in addition to inspection and repair. Nippon Care Supply's business makes a positive social contribution by effectively using available resources in order to provide safe and reliable living assistance equipment for rent.

A Business Project Designed to Develop Social Infrastructure

Nippon Care Supply was originally established in 1998 as a business project of MC, aimed at contributing to the development of Japan's social infrastructure. Japan is faced with a society that is aging demographically at a rate unprecedented in world history. In establishing Nippon Care Supply, MC set out to create a business that could contribute to the Japanese society of the 21st century. The project's goal was to create a network of useful and

convenient services for care providers and for individuals receiving care.

■ Nationwide Care Infrastructure Links Manufacturers with Care Providers and End Users

Prior to the introduction of the national public long-term care insurance in Japan, home care providers were supplied with living assistance equipment through the government. However, with the advent of this insurance, home care providers were faced with the need to make significant capital investments including the purchase of living assistance equipment. Nippon Care Supply addresses the needs of home care providers through the wholesale rental of this equipment.

Nippon Care Supply maintains an inventory of around 300,000 items covering a wide variety of high-quality living assistance equipment. The company has 66 branches throughout Japan to ensure that care providers can efficiently and easily obtain the items they need. Nippon Care Supply is also involved in the development of this type of equipment. The company is committed to building a nationwide health care infrastructure that links manufacturers to home care providers and to individuals requiring care.

■ Clean, Safe and Reliable Products a Top Priority

The company's top priority for rental care equipment is to ensure that items are clean, safe and reliable. After items are returned from rental, thorough cleaning and sanitization is performed at branch offices. Each branch office has passed stringent standards and has been certified in sterilization management of living assistance equipment. To ensure the traceability of equipment, Nippon Care Supply must handle personal information including the names, addresses and type of care needed by individuals. Due to the sensitive nature of maintaining this type of data, the company obtained Privacy Mark certification in May 2005, signifying that it has taken adequate steps to protect personal information.

■ Care Products: Supporting Independence for the Elderly and Easing the Burden on Caregivers

Care products are designed to support the independence of the elderly and to ease the burden on the individuals who are providing care. Living assistance equipment can assist bedridden persons to get up or to spend time outdoors, potentially postponing the need to move to more advanced levels of care. It is extremely important to choose equipment that fits each individual, and to make sure it is used in the proper way. Care managers and care providers, who work most closely with end users, are

responsible for this crucial task. To assist them, Nippon Care Supply has established an in-house qualification program for supervisors who have specialized knowledge of this equipment. The company also conducts training sessions for care managers and for care providers on proper usage of living assistance equipment and several hundred training sessions are conducted across Japan every year.

■ Sustainable Recycling: Part of the Business Vision

Nippon Care Supply adheres to the 4R concept (recycle, reuse, reduce and repair), an environmentally sustainable business model that lessens the environmental impact from the disposal of living assistance equipment. Part of this effort includes donating beds and wheelchairs to local schools and public institutions. The initiative ensures that equipment is effectively utilized even after it has been used for rental purposes. The company donated beds and wheelchairs to schools and public institutions across Japan in fiscal 2005. These donations were targeted at institutions that focus on personnel development in the field of human welfare. Educational institutions receiving donations included high schools, schools for the disabled and vocational schools. The company also sent local staff into the field to provide instruction on usage and maintenance. These initiatives are part of an active commitment to promote greater familiarity with and availability of living assistance equipment.

Wheelchairs are also donated to developing countries with serious shortages of living assistance equipment. In fiscal 2005, Nippon Care Supply worked with MC and non-profit organizations to donate wheelchairs to the following countries: Honduras, Thailand, earthquake-stricken Pakistan and Cambodia. All wheelchairs are first thoroughly cleaned and sanitized by employees, then inspected and repaired before being packed with a donation card. Because employees handle this process the initiative also helps to raise internal awareness about the company's social contribution activities.

■ Manager's View

Kenichi Onishi

Managing Director
Nippon Care Supply Co., Ltd.



Our initiative to donate pre-rented living assistance equipment to developing countries becomes increasingly sustainable as the company executes its business. By working with non-profit organizations and MC's vast overseas network, we can capitalize on each organization's respective strengths to make an even bigger difference.