



Translation

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Alfresa Holdings Corporation
BELLSYSTEM24 Holdings, Inc.
January 15, 2026

Notice Regarding an Alliance Between Alfresa Corporation and BELLSYSTEM24, Inc. to Offer D-REACH, an Outsourcing-Based Information Provision Activity Support Service for Pharmaceutical Manufacturers

Subsidiary Alfresa Corporation (head office: Chiyoda-ku, Tokyo; representative director & president: Yusuke Fukujin; hereinafter “Alfresa”) and BELLSYSTEM24, Inc. (head office: Minato-ku, Tokyo; president, representative director: Hiroshi Kajiwarai; hereinafter “BELLSYSTEM24”) have concluded a basic agreement regarding the joint offering of D-REACH (trademark application pending in Japan), a new outsourcing-based information provision activity support service for pharmaceutical manufacturers. The details are provided below.

1. Background and Purpose of the Alliance

In recent years, the tightening of regulations on visiting medical institutions and the advancement of workstyle reforms for physicians have led to a decline in opportunities for in-person interactions between medical representatives (MRs)*¹ and physicians, making it more important for the latter to efficiently gather information on pharmaceuticals and the latest treatment methods. Meanwhile, amid a changing operating environment—including soaring labor costs—pharmaceutical manufacturers must optimize costs, raise productivity, and further enhance the quality of their information provision activities. Currently, the digitalization of MR activities is accelerating, including the institution of remote meetings using online meeting tools and other methods as an alternative to in-person visits. However, since remote meetings with physicians with whom MRs are not well acquainted can lead to an MR not having a proper understanding of a physician's needs, providing necessary information to physicians in a timely manner and achieving more positive outcomes without placing a burden on physicians has become an issue with the holding of remote meetings.

Amid such circumstances, the Alfresa Group ensures the stable provision of pharmaceuticals and other products while providing information thereon to medical

institutions through the in-person sales activities of marketing specialists (MSs),^{*2} who have close connections to the front lines. The Group also underpins the information provision activities of pharmaceutical manufacturers, including through the provision of opportunities for remote meetings to MRs, by leveraging its business foundation with medical institutions across Japan, its accumulated information provision know-how, and Mydodes^{*3}—its contact and online meeting tool for physicians and MRs—in order to help physicians gather information more efficiently and enable pharmaceutical manufacturers to optimize their information provision activities.

BELLSYSTEM24 operates a business process outsourcing (BPO)^{*4} business with a focus on contact centers. In pharmaceutical marketing, the company helps improve operational efficiency for MRs with the goal of supporting pharmaceutical manufacturers' information provision activities. To this end, BELLSYSTEM24 consolidates MR tasks—such as detailing^{*5} to physicians and information provision activities targeting physicians with whom arranging meeting opportunities has been difficult—in its contact centers, where it provides information to medical professionals in regions that are relatively inaccessible.

Alfresa and BELLSYSTEM24 have therefore concluded a basic agreement regarding the joint offering of D-REACH, a new outsourcing-based information provision activity support service for pharmaceutical manufacturers, for the purpose of merging the know-how of the two companies to address issues faced by physicians in information gathering and pharmaceutical manufacturers in information provision activities. The companies aim to launch the service on a full-fledged basis in April 2027.

*1 Medical representative in pharmaceutical manufacturers who provides information about drugs to doctors and pharmacists, as well as gathers and communicates information

*2 Sales personnel with specialized knowledge in the pharmaceutical wholesaling business

*3 A communication tool planned, developed, and provided by the Alfresa Group that connects physicians with Alfresa MSs and pharmaceutical manufacturer MRs online

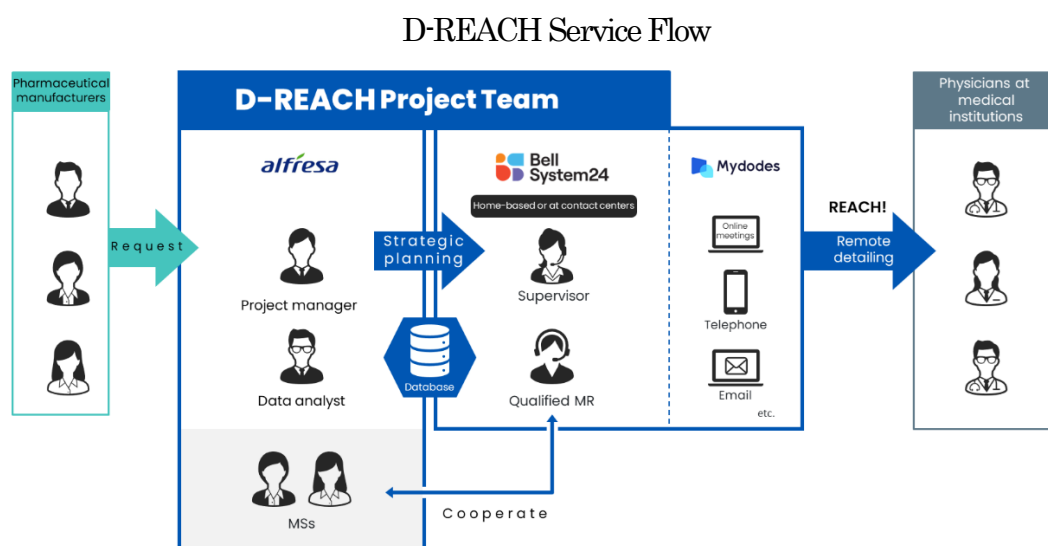
*4 An outsourcing service through which companies contract out non-core operations to external specialists

*5 Information provision activities in which MRs provide detailed information on their company's pharmaceuticals, including on the efficacy and safety thereof and on their usage methods, to physicians and other medical professionals

2. Overview of Cooperation

Under D-REACH, Alfresa, which is developing the service, will leverage information provision know-how tailored to individual medical institutions to provide collaborative support—from planning through to implementation—for information provision plans targeting physicians. Meanwhile, drawing on both a track record cultivated through the provision of marketing support for pharmaceutical manufacturers over approximately 40 years and specialist personnel qualified as MRs, BELLSYSTEM24 will be responsible for conducting information provision activities via remote meetings. In addition to improving

efficiency and reducing costs using an outsourcing-based model, the service will help accumulate communication records with physicians, increase engagement rates, and enable the regular provision of information, thereby helping pharmaceutical manufacturers to achieve their goals and address the issues they face.



About Alfresa

Since its establishment in 2004, Alfresa has offered various services that contribute to people's health centered on its wholesaling businesses, which source ethical pharmaceuticals, medical equipment, testing reagents, and nutritional foods from around 1,000 manufacturers in Japan and overseas, delivering them reliably and safely to hospitals, clinics, and pharmacies.

In recent years, Alfresa has supported the development of Community-Based Integrated Care System tailored to individual needs through its national network of approximately 170 locations. Furthermore, through various information provision services and solution tools, we strive to enhance operational efficiency and improve the quality of medical care in the healthcare sector.

For more information, please see: <https://www.alfresa.com/eng/>

About BELLSYSTEM24

Since opening Japan's first full-fledged call center service in 1982, BELLSYSTEM24 has built communication infrastructure that enables various companies to maintain touchpoints with their consumers. Through its contact center-focused BPO business, the company has established the standard model for the industry. Today, it continues to evolve as an integrated BPO partner by combining sophisticated human resource capabilities with cutting-edge technology. From transforming the customer experience to optimizing

business processes, the company promotes corporate digital transformation efforts and accelerates the business evolution of its client companies as a strategic partner in stimulating next-generation business competitiveness.

Guided by its purpose of sustaining the prosperity of society through innovation and communication, BELLSYSTEM24 identifies new solutions to address the needs of society and contributes to the realization of a sustainable society.

For more information, please see: <https://www.bell24.co.jp/en/>

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About the Alfresa Group

The Alfresa Group is a leader in the Japanese healthcare industry and is dedicated to making its corporate philosophy, “we create and deliver a fresh life for all,” come true through a wide range of business lines, including ethical pharmaceuticals wholesaling, OTC pharmaceuticals wholesaling, pharmaceutical manufacturing, operating dispensing pharmacies, and regenerative medicine-related business. Alfresa Holdings Corporation (TSE:2784) reported consolidated revenue of ¥2.9 trillion for the fiscal year ended March 31, 2025. For more information, please see: <https://www.alfresa.com/eng/>