

Translation

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Alfresa Corporation
Choraku Choju K.K.
February 5, 2026

Notice Regarding Alliance Between Alfresa Corporation and Choraku Choju K.K. to Eliminate Social Isolation and Extend Healthy Life Expectancies

Alfresa Corporation (head office: Chiyoda-ku, Tokyo; representative director & president: Yusuke Fukujin; hereinafter, “Alfresa”), a subsidiary of Alfresa Holdings Corporation, and Choraku Choju K.K. (head office: Nakano-ku, Tokyo; representative director & president: Shinichiro Monobe; hereinafter, “Choraku Choju”) have concluded a basic agreement regarding a business collaboration aimed at eliminating social isolation and extending healthy life expectancies among middle-aged and elderly people. The details are as follows.

1. Background and Purpose of the Alliance

In Japan, the aging population is expected to lead to an increasing number of elderly people living alone.*¹ Some of them are in a state of social isolation, having limited interaction with family and community, making it difficult for them to receive support in daily life. Social isolation is a serious problem that increases the risk of death by approximately 1.3 times*² and may lead to the development of lifestyle-related diseases, such as heart disease and stroke.*³ Furthermore, reports suggest that individuals with more extensive and diverse social connections have a lower risk of developing dementia.*⁴ This has led to the increasing importance of taking preventive measures, such as establishing connections for daily living support, before isolation becomes a greater concern.

Choraku Choju, founded by psychiatrist Shinichiro Monobe in 2023, is a healthcare venture company that has declared the mission of eliminating social isolation. In line with this mission, the company has been providing its HaHaLol matchmaking service since September 2024 for people aged 50 and above, utilizing psychiatric expertise, behavioral economics, and cutting-edge technologies, such as AI, with the aim of preventing social isolation before it occurs.

Meanwhile, based on its corporate philosophy, “we create and deliver a fresh life for all,” the Alfresa Group has established three themes for creating social value in its Medium- to Long-Term Vision,*⁵ its growth strategy through fiscal 2032: extending healthy life expectancies, contributing to community healthcare, and fostering healthcare innovation.

As part of this strategy, the Ethical Pharmaceuticals Wholesaling Business is addressing challenges in healthcare through the development of a variety of products and services*⁶ for customers and suppliers. The Group's Vaccine Platto*⁷ service, aimed at contributing to preventive healthcare, enables centralized management of vaccine inventory and appointment scheduling for each medical institution, and also allows people wishing to receive vaccinations to make reservations online, 24 hours a day.

With the conclusion of this basic agreement, Choraku Choju and Alfresa will address the increasing health risks from social isolation by seamlessly integrating HaHaLoL, which provides opportunities for social interaction, and Vaccine Platto, which provides opportunities to receive vaccinations, to prevent isolation and promote disease prevention from both behavioral aspects, such as promoting interaction, and medical aspects, such as providing preventive healthcare. We will help eliminate social isolation and extend healthy life expectancies with a view to improving the psychological and physical well-being of middle-aged and elderly people.

- *1 Source: Whitepaper on the Aging Society 2025 (Cabinet Office)
https://www8.cao.go.jp/kourei/whitepaper/w-2025/zenbun/pdf/1s1s_03.pdf (in Japanese only)
- *2 Source: Holt-Lunstad, J., Smith, T. B., Baker, M., et al. (2015). Loneliness and Social Isolation as Risk Factors for Mortality: A Meta-Analytic Review. *Perspectives on Psychological Science*, 10(2), 227-237.
<https://journals.sagepub.com/doi/10.1177/1745691614568352>
- *3 Source: Valtorta, N. K., Kanaan, M., Gilbody S., et al. (2016). Loneliness and social isolation as risk factors for coronary heart disease and stroke: systematic review and meta-analysis of longitudinal observational studies. *Heart*, 102(13), 1009–1016.
<https://heart.bmj.com/content/102/13/1009>
- *4 Source: Saito, T., Murata, C., Saito, M., et al. (2018). Influence of social relationship domains and their combinations on incident dementia: a prospective cohort study. *Journal of Epidemiology & Community Health*, 72(1), 7-12.
<https://jech.bmj.com/content/72/1/7>
- *5 Reference: Notice Regarding the Formulation of the Alfresa Group's Medium- to Long-Term Vision (published on May 15, 2023, on the Alfresa Holdings Corporation corporate website)
https://www.alfresa.com/eng/ir/pdf/mediumtolong_termvision.pdf
- *6 System tools that are planned, developed, and provided by the Alfresa Group to help solve issues for stakeholders
- *7 Reference: Notice Regarding the Establishment by Alfresa Corporation of a Vaccine Supply Optimization Platform Using Salesforce Products (published on September 2, 2024)
https://ssl4.eir-parts.net/doc/2784/ir_material17/236338/00.pdf

About HaHaLol

HaHaLol is a matchmaking service developed under the supervision of a doctor for people aged 50 and above. Unlike traditional matchmaking services, it is designed to address the challenges and needs of middle-aged and elderly people aged 50 and above, using AI to analyze a wide range of items in the user's profile, including interests, values, and lifestyles. With features such as "Value Matching," which matches users based on life experiences, and "AI Advisory," which assists in creating profiles, the service is tailored for middle-aged and elderly people, enabling them to find partners and friends with whom they may be highly compatible. For more information, please see: <https://hhll.app/> (in Japanese only)

About Vaccine Platto

Vaccine Platto is a service that allows people wishing to receive vaccinations to easily make reservations online, 24 hours a day. For medical institutions, it enables centralized management of vaccine inventory and appointment scheduling, which is expected to significantly reduce the workload associated with reservations and inventory management that has traditionally fallen on individual staff members. For more information, please see: <https://www.v-plat.jp/> (in Japanese only)

2. Details of the Business Collaboration

- (1) Expand the use of Vaccine Platto and HaHaLol and enhance user convenience by promoting and integrating the two services
- (2) Consider developing new features linking Vaccine Platto and HaHaLol
- (3) Other activities as mutually agreed upon by the two companies

3. Expected Benefits of the Business Collaboration

- (1) Improve vaccination rate among HaHaLol users

Utilizing the HaHaLol platform, we will provide timely information on necessary vaccines, including those for influenza, pneumococcus, and shingles, to users aged 50 and above, in a manner suited to their lifestyles. Through the community function in HaHaLol, users can recommend their partners and friends to get vaccinated, thereby raising awareness in a natural manner. In addition, by developing a system that enables HaHaLol users wishing to be vaccinated to seamlessly utilize the Vaccine Platto service, we aim to significantly reduce the burden of gathering information and scheduling appointments at medical institutions, thereby improving the rates of vaccination.

(2) Visualize the impact of social connections on healthy life expectancies

We will combine and analyze the anonymized data of the two companies, such as isolation reduction rates,^{*9} vaccination rates, and disease incidence rates, to quantitatively calculate the impact of social connections on healthy life expectancies.

^{*9} We plan to use indicators calculated based on the frequency of social interactions and community participation of users.

■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. Alfresa has supported the development of a 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 Choraku Choju

Choraku Choju is a healthcare venture company that aims to eliminate social isolation by utilizing medical expertise (psychiatry), nudge theory (behavioral economics), and cutting-edge technologies, such as AI. For the elderly, social isolation is believed to increase the risk of death, requiring support before medical treatment becomes necessary. The company has developed a healthcare app for people aged 50 and above to interact naturally, to help prevent them from falling into a state of social isolation that leads to illness and support the creation of a culture where people of all ages can live happily. For more information, please see: <https://hhll.jp/> (in Japanese only)

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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/>