

MAMORIO

FOR IMMEDIATE RELEASE

August 1, 2016

Eisai Co., Ltd.
MAMORIO Inc.

**EISAI AND MAMORIO TO JOINTLY DEVELOP “ME-MAMORIO” TRACKING TOOL
TO SUPPORT PEOPLE WITH DEMENTIA GOING OUT**

Eisai Co., Ltd. (Headquarters: Tokyo, Representative Corporate Officer and CEO: Haruo Naito, “Eisai”) and MAMORIO, Inc. (Headquarters: Tokyo, Representative Director and CEO: Daiki Masuki, “MAMORIO”) announced today that they have entered into an agreement to collaborate on the development of the Me-MAMORIO¹ tracking tool to support

among healthcare professionals, care workers and others. These kinds of dementia-related knowledge and capabilities built up will be utilized in the demonstration experiment and development for Me-MAMORIO.

Under its vision of “Forget about forgetting”, MAMORIO Inc. develops and manages a number of products and services including Japan’s biggest lost and found portal site “Otoshimono.com” (<http://otoshimono.com>) as well as the world’s smallest IoT product MAMORIO

<Notes to editors>

1. About the Me-MAMORIO Tracking Tool