



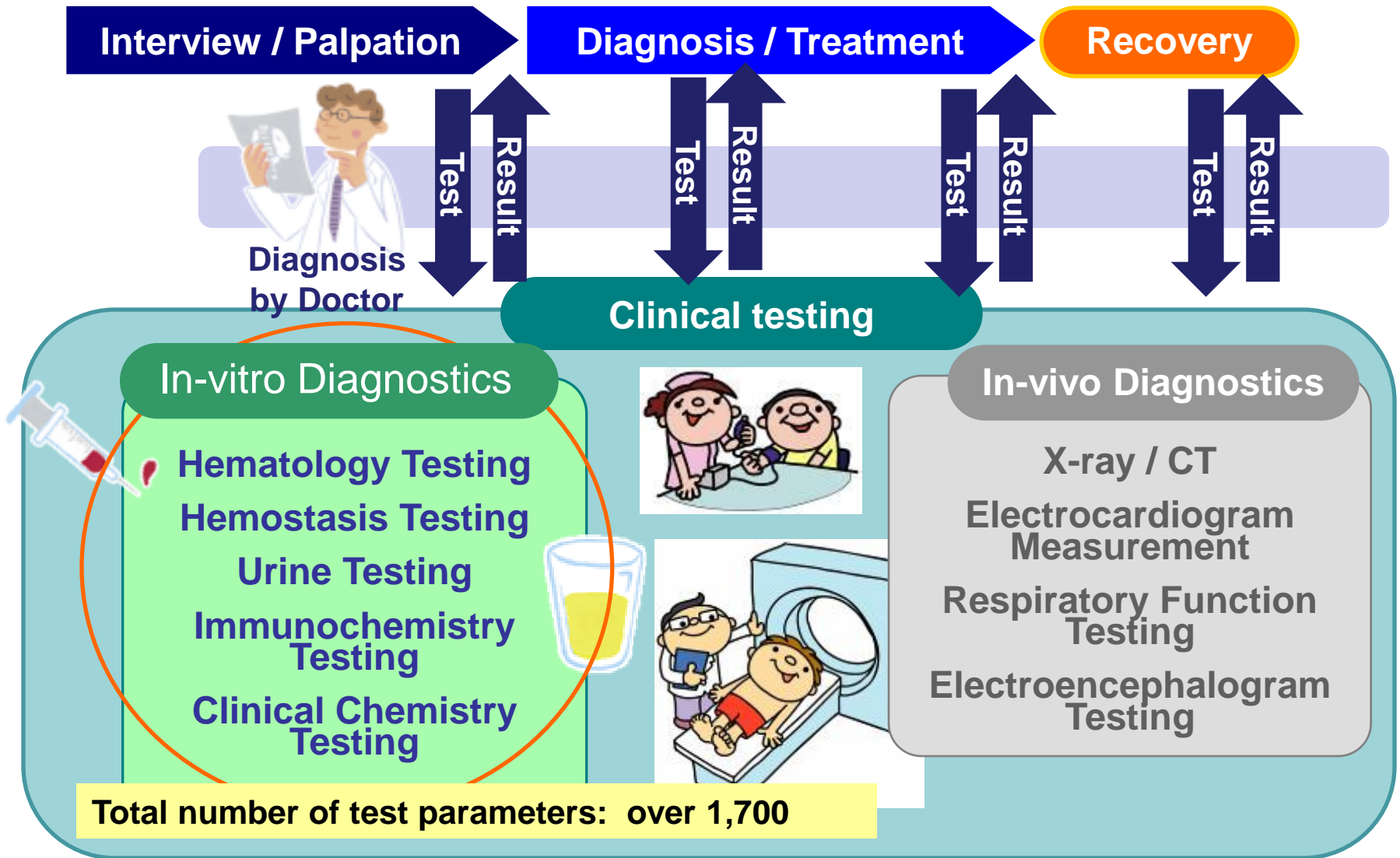
Sysmex Activities in Russia (in the area of clinical testing)

For The 4th Japan-Russian
Investment Forum

Kenji Tachibana
Executive Vice President
International Business Management

Sysmex Corporation

What is clinical testing?



Who is Sysmex?



Sysmex is committed to “Shaping advancement of the healthcare” in order to contribute to the society in clinical testing field.

We aim for creating a fulfilling and healthier society.

Products Line-up



Hemostasis



Hematology



Immunochemistry



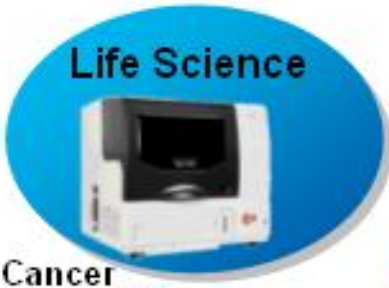
**Urinalysis /
Fecal test**



Clinical Chemistry



Life Science



**Breast Cancer
Diagnosis with OSNA
Technology**

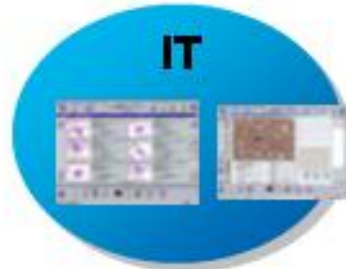
**Reagent for
diagnostic testing**



**Point of Care
(Influenza, Adeno, RS)**



IT



Overview of Sysmex



SYStematical MEDics + X

- ∞ (Infinity)
- Ocean and mountain (The evolution of life and landscape of KOBE)

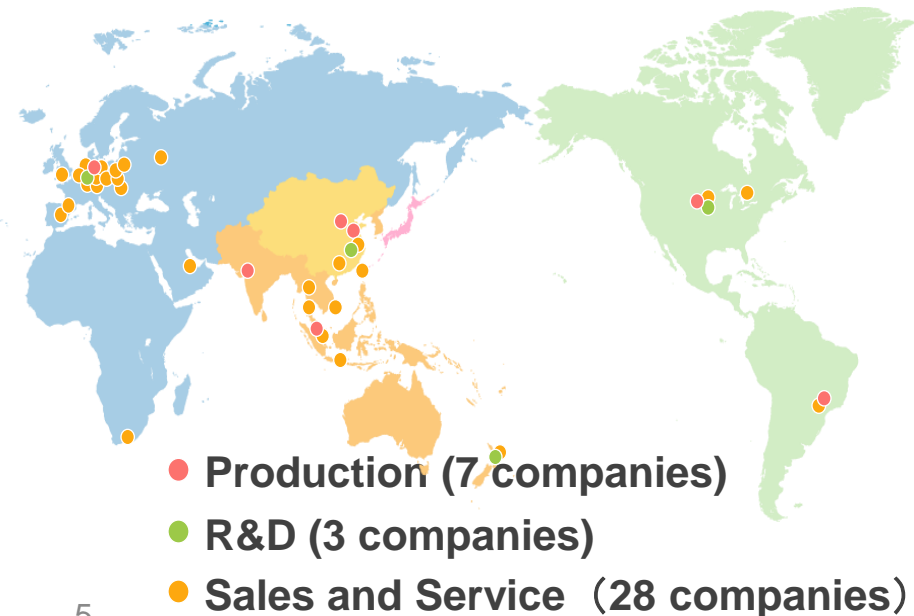
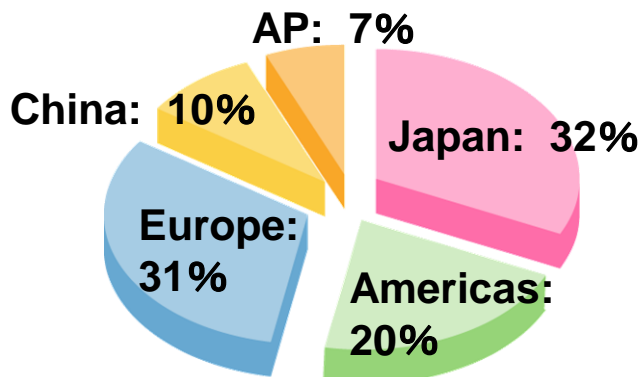
Established: 1968

2009 Sales: USD1.1 billion (Overseas 73%)

Employees: 4,600 (Japan 2,600, Outside Japan 2,000)

Affiliates: 44 companies (7/Japan, 37/outside Japan)

Coverage: Over 160 countries



Network Support Service



Sysmex



Customer Support Center



Network



1. Online Monitoring
2. Online Support
3. Real-time QC
4. Provision of Supportive Information

The number of
SNCS registration
Approx. 10,000

Hospitals / Commercial Labs



Automated Hematology
Analyzer XE-5000, others



* **SNCS: Sysmex Network Communication Systems**

Customer Solution

Not only selling instruments and reagents, Sysmex offers 'Total solution' of clinical value, quality and efficiency

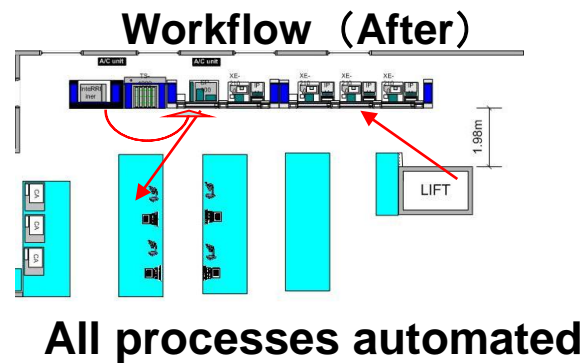
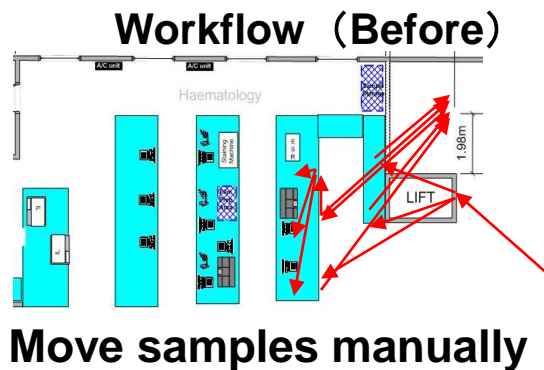
Example:

Laboratory's operational conditions (Number of staff, facilities, workflow) differ dependent on the client



Locate issues on efficacy, cost, quality, others

Systemx proposes of improvement on workflow in the laboratory



Sysmex Academy & Education Center



Sysmex Academy (Germany) offering education for the customers



Scientific knowledge

(How to read clinical test data)



Hands-on training

(Operational skills for instruments)

Education Center

(Russia, UK, France, Switzerland, Netherlands, Belgium, UAE, Benin, South Africa, Czech, ...)



Sysmex's Business in Russia



- Establishment of representative office : 2005
- Major activities in Russia
 - Focus on Scientific Activities
 - Especially for Children & Women Health, Oncology, Nephrology and Urinalysis
 - Scientific symposium at Laboratory Diagnostics Congresses in Moscow (2 times per year)
 - Conference at regional Russian Association of Laboratory Diagnostics (Vladivostok, Nizhniy Novgorod, Volga region, South region, North-West region, Ural Region, etc.)
 - Expanding our direct communication with the customers

Recent Scientific Activities



International Children's Defence Day

(June 2009, Moscow)

Donation of Sysmex Haematology analyzer

to the Republic Children Hospital in Moscow by Roche Diagnostics Rus (Sysmex's partner in Russia) for the diagnosis of oncology diseases



XVI European Paediatric Congress

(July 2009, Moscow)

Russian Paediatric Congress

(February 2010, Moscow)

XXIII International Congress "New Technologies in Diagnostic and Treatment of Gynaecology Diseases"

(June 2010, Moscow)



Internship program for Moscow State University

- Sysmex has been contracted to accept the students of Moscow State University as an internship program.

- 2 students in 2007
- 2 students in 2008
- 1 student in 2009
- 2 students in 2010



- Through the program, Sysmex intends to deepen human interchange and its understanding of the market in Russia, and link this to a future expansion of its business in Russia.

Example of programs given to the students at Sysmex

- Making a presentation on topics related to Russia
 - Russian healthcare system & situations
 - How to start business in Russia (Registration, Logistics, HR)
- Feasibility study of marketing a certain Sysmex product in Russia
- Experiencing the Japanese business culture

Thank you for your kind attention

We Believe the Possibilities.