

## NEWS RELEASE

### **NURA Health Screening Center Opens in Hyderabad, India**

**Expanding health screening service business in emerging countries**

TOKYO, November 17, 2023 - FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) announces the upcoming opening of a new "NURA" health screening center in Hyderabad, India on November 19. NURA will be dedicated to screening with a focus on cancer and lifestyle diseases. Fujifilm will continue to establish new NURA health screening centers and further expand its health screening service business in emerging countries.

According to "World Health Statistics 2023" published by World Health Organization (WHO), the life expectancy of the Japanese is 84.3 years, ranking first in the world. It is thought that the long life expectancy of the Japanese people is due to their culture of regular health screenings, in addition to a healthy eating culture and a well-developed medical care system. Health screening is expected not only to detect diseases such as cancer at an early stage, but also to prevent diseases by understanding the physical condition. However, there are few health screening centers in emerging countries, and the culture of regular health screenings has not taken root.

Fujifilm will open a new NURA center in Hyderabad, which is located in the southern part of India and is experiencing remarkable economic growth, especially in the IT industry. NURA will offer Japanese-style high-quality health screening services to local residents and employees of nearby companies / medical facilities. In addition, in collaboration with Microsoft Japan Co., Ltd., NURA will promote research on AI assistant avatars that support feedback of health screening results and post-health screening follow-up using AI technology. By expanding its health screening service business, Fujifilm aims to further promote the adoption of a health screening culture in India and other emerging countries.

#### **About "NURA" health screening center**

Fujifilm has opened NURA centers in Bengaluru, Gurugram, and Mumbai, India from 2021 to 2023. In addition, Fujifilm opened NURA in Ulaanbaatar, Mongolia, in September 2023, further expanding its health screening service business in emerging countries. NURA uses Fujifilm's medical devices including CT scan and mammography system, as well as medical IT system based on AI technology that are designed to support doctors conduct screening and tests for cancer and lifestyle diseases. The convenience of completing all exams in just about 120 minutes and hearing results directly from a doctor while viewing diagnostic images has been highly acclaimed, and NURA has already been used by about 17,000 people.

Through NURA centers equipped with Fujifilm's medical devices and AI-based medical IT system

that provides image interpretation assistance to doctors, Fujifilm will continue to provide high-quality services to an increasing number of people, thereby contributing to the advancement of global health and the maintenance and promotion of people's health.

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