



April 14th, 2022

Micron Signs MOU for Partnership with Kreivo Health

Micron, Inc. (Head Office: Tokyo, President: Michita Sato) is pleased to announce that it has entered into a Memorandum of Understanding with Kreivo Health, Kreivo Management Consultancy Pte Ltd (Head Office: Singapore, CEO: Jurgen Van Broeck) to form a partnership to collaborate in the healthcare field through their respective strengths and services by providing support and reinforcement to the respective business activities, clients, customers and partners..

Kreivo Health is a consultancy company bridging Asian and European healthcare. They provide a range of services to support clients strategically and operationally in establishing their healthcare products/services, and especially digital health including software as a medical device (SaMD), in new Market(s) of interest.

Last year, we launched the new project, "INDICATE*" with the theme of "Bridging the gap between SaMD and diagnostic technologies". In this project, we are introducing and proposing image analysis technologies that incorporate AI and other advanced technologies. We will be a bridge between domestic and foreign companies that want to introduce SaMD in Japan, and pharmaceutical companies and medical device companies that are interested in advanced technologies. We aim to further attract impressive SaMDs from Europe to Japanese market by building a cooperative relationship with Kreivo Health. We will continue to contribute to the development of digital healthcare technologies related to medical imaging.

* **INnovative Diagnostic Imaging Capabilities Adoption To End -users delivers innovative imaging technology to your doorstep**

Kreivo Management Consultancy Pte Ltd Company Information

Head Office	60 Paya Lebar Road, Paya Lebar Square, #11-29, Singapore 409051
Established	May 22, 2017
Business Contents	<ul style="list-style-type: none">- Supports development and implementation of full go-to-market operational model- Perform due diligence activities to guide investments- Performs market analysis- Provides guidance on market access and commercialization- Connects clients with the right partners for successful product launch in Asia or Europe.- Supports companies where on-the-ground representation is required for business operations
URL	https://www.kreivohealth.com/

Micron, Inc. Company Information

Head Office	3-13-16 Mita, Minato-ku, Tokyo, Japan
Established	October 3, 2005
Business Contents	<ul style="list-style-type: none">- Supports the development of pharmaceuticals, diagnostics, medical devices, biomarkers, and AI guided SaMD by utilizing imaging technologies- Clinical development support (monitoring, quality control, imaging core lab, image analysis, central imaging review, etc.)- PET tracer manufacturing support- Consulting for clinical development- Second-class marketing license for medical devices
URL	https://micron-kobe.com/

Contact

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