



May 10, 2023

Micron Signs Outsourcing Agreements to Strengthen Overseas Expansion of Image Analysis Business

- The First Step in Micron's Expansion into the United States. Bringing Japanese Medical Imaging Analysis Technology Outside of Japan -

Micron, Inc. (Head Office: Tokyo, President: Michita Sato) announces that it has signed outsourcing agreements with Ms. Rosemary Shull ("Ms. Shull", New York, USA) and Zinagi Consulting ("Zinagi", Headquarters: Buzen City, Fukuoka, Japan), to strengthen the overseas development of its image analysis business.

With the increasing globalization of pharmaceutical and medical device development, Micron has been providing imaging core laboratory services for studies in the Asia-Pacific region for over a decade. As a result, Micron will leverage their expert management of medical institutions, image reading systems, central image review structures, and end to end imaging study operations, from imaging study design to regulatory submission, to support overseas clinical trials as well as domestic Japanese studies.

Micron imaging studies, currently spanning the United Kingdom, Brazil, Hong Kong, Mainland China, Singapore, Taiwan, and South Korea, have been in a wide variety of therapeutic areas across a multitude of imaging modalities and imaging sites. In addition to Oncology clinical trials, with expertise all relevant read criteria from RECIST to Cheson, Micron's imaging studies include: Cardiovascular disease, Orthopedics, Regenerative Medicine, Central Nervous System disorders, Ophthalmology, and PET tracer development.

The partnership will strengthen sales activities in North America by establishing a cooperative framework with Ms. Shull and Zinagi to fully promote contract negotiations with clients in North America, a key region for Micron's clinical development goals. At the same time, the company is also working to strengthen its global operations and is preparing a 24-hour multilingual system.

Micron President Mr. Michita Sato said "Our company's goal is to share our deep hard-won expertise across the globe. Our unique imaging for clinical trials experiences in the Asia-Pacific region, our multi-lingual staff members including Japanese, Chinese, and Korean, our excellent turn-around times for imaging site set-up, image quality control, image analysis and results preparation, is something

we wish to share with a much broader customer base. Our corporate mission is a commitment to improving human health and medical progression. This is one more step in achieving our mission which will have an impact within the drug development industry.”

Ms. Rosemary Shull:

Ms. Shull is a US-based life sciences business consultant with many years of experience working for Imaging CROs and medical imaging vendors as head of business development. She provides commercial strategy, business development, and sales and marketing expertise to SMEs.

Zinagi Consulting

Zinagi Consulting is a consulting company that assists life science companies wishing to do business in Japan and Japanese companies looking to expand overseas. All consultants are bilingual and have international business experience. As well as consulting on strategic and operational aspects, they share risk and provide on-site sales and marketing services, unlike other consultancies.

Micron will continue contributing as a company that "advances medical imaging technologies comprehensively".

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">- Clinical development support (monitoring, quality control, imaging core lab, image analysis, central imaging review, etc.)- Supports the development of pharmaceuticals, diagnostics, medical devices, biomarkers, and AI guided SaMD by utilizing imaging technologies- PET tracer manufacturing support- Consulting for clinical development- Second-class marketing license for medical devices
URL	https://micron-kobe.com/

Contact

Micron, Inc. Sales and Marketing Department

E-mail	info@micron-kobe.com
--------	----------------------