

For immediate release

Meiji invests in PLIMES, a start-up developing a monitoring service for feeding and swallowing

Meiji Holdings Co., Ltd. (CEO, President and Representative Director: Kazuo Kawamura) announces that it has invested in PLIMES Inc. (Representative Directors: Kenji Suzuki and Tomoya Shimokakimoto). PLIMES Inc. is a start-up company that aims to solve social issues related to feeding and swallowing.

GOKURI, a service developed by PLIMES, is the monitoring system to evaluate a person's swallowing functions easily and objectively. Using a dedicated wearable device (neck band), GOKURI collects, analyzes, and digitizes data such as swallowing sounds, posture, and vital signs during eating. Conventionally, observing swallowing sounds required in-person monitoring. Instead, this neck band enables accurate evaluation anywhere and helps people with swallowing difficulties (people suffering from dysphagia) choose meals that are best for their condition. In addition gathered swallowing data can be statistically analyzed, evaluated, and compiled into a database.

PLIMES aims to realize a society in which people can enjoy meals as long as possible using GOKURI service. The Meiji Group continues to work hard to provide new health value in the area of eating and swallowing domain by combining GOKURI's functionality with our knowledge and technologies (such as the 4D swallowing simulator Swallow Vision®).

The Meiji Group will contribute to enriching people's lives by providing nutrition based on the concept of "eating nutrients in a tasty way," with a variety of added values such as convenience, health functions, information, and services. We will continue to pursue health value that is unique to the Meiji Group by proactively collaborating with companies possessing new knowledge, experience, and technology.

Company Overview

Company Name: PLIMES Inc.

Representative Directors: Kenji Suzuki and Tomoya Shimokakimoto

Main Business Activities:

R&D of Innovative Devices and Systems for Medical and Healthcare

URL: <https://www.plimes.com/>

<https://www.gokuri.com/>

#####