

September 16, 2022

Immediate release

## **Investing in Aroma Bit, a Startup That Visualizes Aromas**

Meiji Holdings Co., Ltd. (CEO, President and Representative Director: Kazuo Kawamura) announces it has invested in Aroma Bit, Inc. (Representative Director & CEO: Shunichiro Kuroki), a company with technology for aroma visualization.

Aroma Bit, Inc. (the company) offers innovative solutions by developing and producing aroma imaging sensors that measure and digitize invisible aromas, and then analyze and visualize the collected digital data. Among the five senses, efforts to digitize the sense of smell have lagged behind the others, and aroma-related data have not been fully utilized. The company developed an innovative, compact aroma identification sensors. Backed by its advanced technology, the company has been pioneering the aroma sensor market.

The Meiji Group develops a quality-driven value chain from creating new values going one step ahead of the current best in Food and Health space and to delivering those new values to our customers. We are aiming at solution of social issues and new value creation by using this aroma visualization technology. We will explore various possibilities, such as development of new aroma assessment and management methods at dairy farms and manufacturing sites and visualization of fragrant aromas of our products for consumer communication.

The Meiji Group continues to collaborate with companies possessing excellent knowledge and technology. We will combine various ideas and technologies to offer Meiji unique value for wellness in our efforts to solve social issues.

## **Company overview**

Company name: Aroma Bit, Inc.  
Address: Sagami Bldg. 2F, 7-13-6 Ginza, Chuo-ku, Tokyo  
Representative: Shunichiro Kuroki, Representative Director & CEO  
Established: February 10, 2014  
Share capital: 200 million yen (as of June 1, 2022)  
Business domains: Development and sales of compact aroma imaging sensors and aroma data  
Planning, development, and sales of innovative products using the above sensors

URL: <https://aromabit.com/en/>

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