PASONA

Overview Document

June 24th, 2024
Pasona Group Inc.

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Pasona Group to Exhibit Pavilion "PASONA NATUREVERSE" at Expo 2025 in Osaka, Kansai, Japan

Pavilion Concept, Themes, Content, Architectural Design, and More Detailed Below

Pasona Group Inc. (Headquarters: Minato-ku, Tokyo; Group CEO: Yasuyuki Nambu) will be exhibiting a private sector pavilion, "PASONA NATUREVERSE", at Expo 2025 in Osaka, Kansai, Japan. Pasona Group will work closely with the Japan Association for the 2025 World Exposition in the production and direction of the exhibition for the success of the Expo 2025 Osaka, Kansai, Japan.

Under the concept of "Thank You, Life.", the "PASONA NATUREVERSE" pavilion welcomes as Executive Producer Dr. Yoshiki Sawa (Professor Emeritus, Osaka University; Director, Osaka Police Hospital), leading figure in the field of regenerative medicine using iPS cells, with exhibitions themed around "body, mind, and bonds".

OSAKA, KANSAI, JAPAN EXPO2025 | PASONA
PAVILION PARTNER

■ Message from Pasona Group Founder & Group CEO Yasuyuki Nambu: "Towards Actualizing the NATUREVERSE"

In 2025, the year of the Osaka, Kansai Expo, Pasona Group will celebrate the 50th anniversary of its founding. With the corporate philosophy of "Providing Solutions to Society's Problems" unchanged since our founding, we have taken on many challenges.

What is "society's problem" in the present age, if not "health"? Health of the body, health of the mind, and health of society. A "society of well-being" is comprised of these three components, and is the future for which we strive. Dr. Yoshiki Sawa, a leading figure in the field of regenerative medicine using iPS cells, shares this feeling. Meeting Dr. Sawa is what led me to decide to exhibit a pavilion at the Osaka, Kansai Expo.

Nothing is more important for "health of the body" than food. Human health is sustained by food cultivated in rich soil under the bounty of the sun. Should we not be more caring and grateful for nature, and strive to restore its richness?

This is why the concept of our pavilion is "Thank You, Life.", and the name is "PASONA NATUREVERSE". The name "NATUREVERSE" is instilled with the desire to create a world of respect and care for nature. Since the Industrial Revolution, we have rapidly developed technology, destroyed nature, and brought environmental problems upon the world. In truth, technology must be developed to bring richness in nature and health in people. "Harmony between nature and technology" is absolutely vital.

What is important for "health of the mind" and "health of society" is a society that prizes the value of "neighborliness", that is, a "Mutual Society", brimming with compassion for one another. That compassion and spiritual richness is "true fulfillment" for us as people.

After the Expo, we will continue the legacy of our pavilion by relocating it to Awaji Island. Through the "PASONA NATUREVERSE" pavilion, Pasona Group will broadcast to the world a society of well-being which creates health of the body, mind, and society, and a society of true fulfillment in which all can flourish with vibrance and richness.

■ Pasona Group Pavilion "PASONA NATUREVERSE" Concept

▲"PASONA NATUREVERSE" exterior concept image

Pasona Group's job is to harness the potential of the individual. We aim to help build a society in which everyone can flourish in good health and vibrance.

“Thank You, Life.”

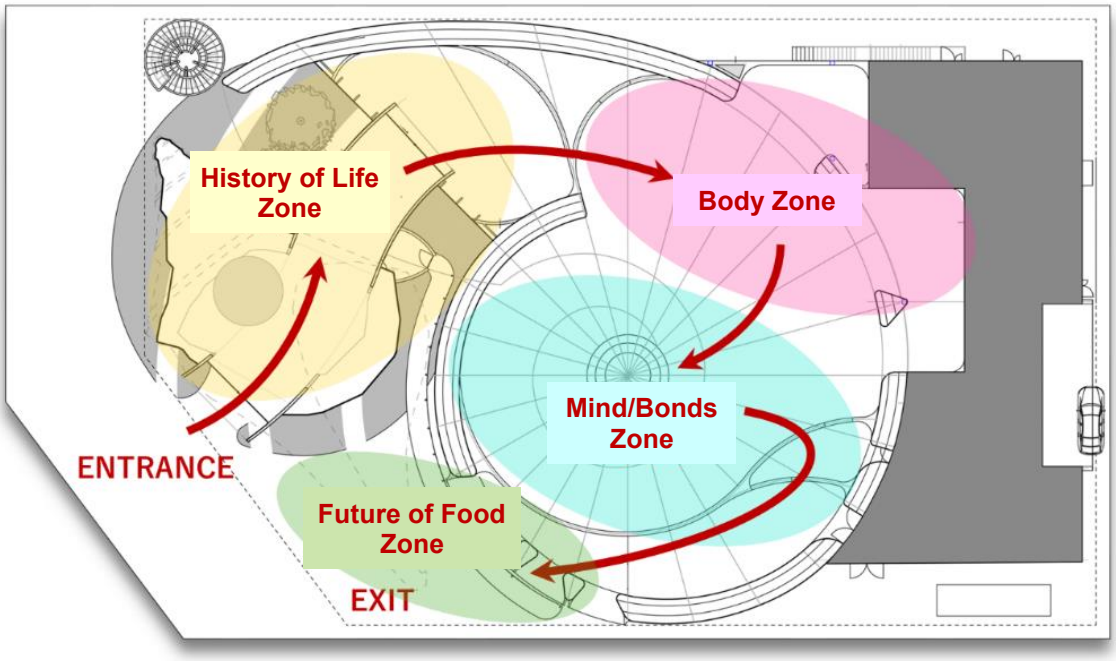
We want to create a world where life is respected; a world enveloped in gratitude for life, from children to the elderly, among all people across the world.

Our society is a part of the natural world, and humanity's continued existence is thanks to nature. However, at some point, we began to take nature for granted. Have we forgotten to be grateful?

Giving thanks to each other, to the rich blessings bestowed upon humanity by nature, and for the fact that we are alive right now. We want to create a new world in which these expressions of thanks resonate and are passed down to the next generation.

We hope that many people from all over the world will visit our pavilion and become future creators of a world which reverberates with gratitude, and work with us to create the "NATUREVERSE" (Nature×Universe). This is the hope of Pasona Group.

Pavilion Exhibition Overview



■ Main Themes

(1) Body: Medical / Food

Creating a healthy body through the latest medical care and food.

※As Executive Producer of the pavilion, Pasona Group welcomes Dr. Yoshiki Sawa, Professor Emeritus of Osaka University and leading expert in regenerative medicine using iPS cells.

(2) Heart: Life Purpose / Compassion

Now is the time to create a spiritually rich society in which everyone can think about their future based on the spirit of "compassion", and which is full of diversity and purpose in life.

(3) Bonds: Work / Mutual Aid

Creating a truly prosperous society in which all people can work vibrantly and live happily, in other words, a "society of mutual assistance" and a "Mutual Society".

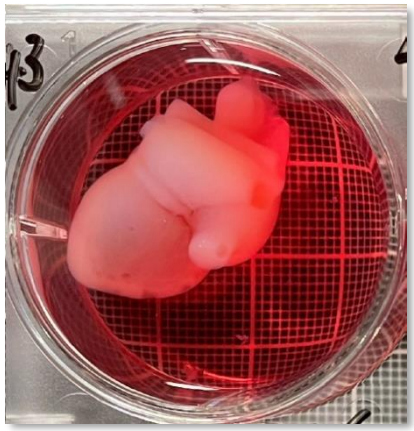
Executive Producer: Dr. Yoshiki Sawa

Graduated from Osaka University School of Medicine in 1980
Professor Emeritus, Osaka University; Director, Osaka Police Hospital

Leading expert in cardiovascular surgery and regenerative medicine (first in the world to commercialize myocardial regenerative medicine; pushed for heart sheets to be covered by insurance; first successful in-human myocardial regeneration therapy using iPS cells.)

■ Overview: "iPS Heart" Exhibition

An "iPS Heart" developed by Dr. Yoshiki Sawa will be exhibited at the pavilion, cultivated with living cells using iPS-cell-derived iPS cardiomyocyte (cardiac muscle) sheets, which have already been practically implemented in the field. It is a solid, three-dimensional heart created with living cells using biomaterials and bioengineering. By exhibiting the actual pulse of an "iPS Heart" in culture fluid, the company has expressed a desire to broadcast the possibilities of new technologies that are building the future of medicine and the future of life.

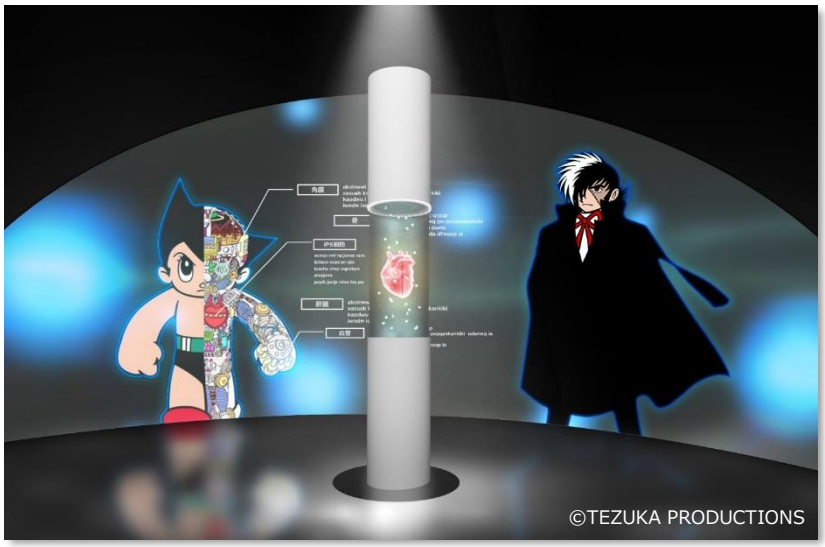


▲iPS Heart in development
(courtesy of Cuorips Inc.)

Comment from Executive Producer Dr. Yoshiki Sawa:

As a symbol of life, the "PASONA NATUREVERSE" pavilion is the ideal place to exhibit the iPS-cell-derived "iPS Heart", and we are continuing research and development with leading regenerative medicine venture company Cuorips Inc.

"PASONA NATUREVERSE" will display a three-dimensional, moving cardiomyocyte model with the intent of showing Expo attendees a real moving heart. I surmise that an exhibition of a moving model of an iPS-cell-derived heart must be the first such exhibition in the world. We will continue to make developments toward the opening of the Expo in April 2025, and aim to instill visitors with a deep passion and admiration not only for the possibilities of regenerative medicine, but also for life itself.



▲Concept image of iPS Heart exhibit

■ Overview: History of Life Zone "Tree of Life Evolution"

Pasona Group has announced that the "PASONA NATUREVERSE" pavilion will feature the "Tree of Life Evolution" exhibit, which will be helmed by Takashi Ikegami (Professor, Graduate School and College of Arts and Sciences, University of Tokyo) as Supervising Director.

A large tree-shaped monument representing the evolution of life will be installed in the pavilion's "History of Life Zone". The trunk's interior will be adorned with layers depicting the history of evolution. The trunk and roots extend below the ground to represent deep history, and branches extending from the trunk represent the infinite possibilities of the future. From the windows atop the tree, visitors can catch a glimpse at one such future of the world. The exhibit will express the possibilities of the power that humans hold, the magnificence of the power of nature, and the dynamics of evolution.

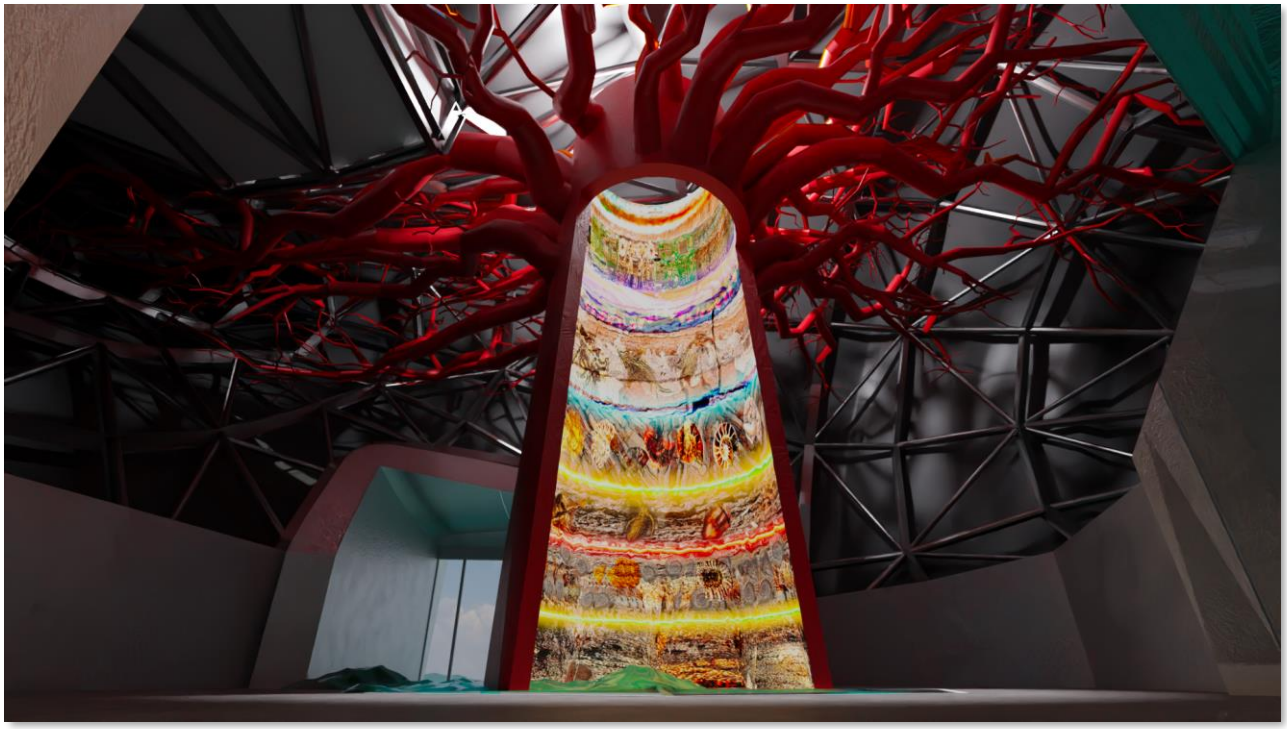
Supervising Director: Takashi Ikegami

Professor in the Department of General Systems, Graduate School and College of Arts and Sciences, University of Tokyo

After receiving his Doctorate of Science (Physics) from the University of Tokyo Graduate School in 1989, doing postdoc at the Yukawa Institute for Theoretical Physics, Los Alamos National Laboratory, and as a research assistant at Kobe University Graduate School, Mr. Ikegami became associate professor in 1994 and full professor at the University of Tokyo. He specializes in researching complex sciences and artificial life. He is also an active artist.

He launched Alternative Machine Inc. in 2017.

(This exhibit was made possible with the full cooperation of Alternative Machine Inc.)



▲"Tree of Life Evolution" Concept Image

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Pasona Group Inc.

■ Overview: Architectural Design Concept of "PASONA NATUREVERSE"

Architectural Design Concept: "The Spiral of Life: From Ammonites to iPS Cells"

The architectural design of the pavilion adopts the spiral shape of ammonites as a “symbol of life”. As organisms which lived approximately 400 million years ago and survived three mass extinction events, ammonites can be regarded as our "predecessors of life". The natural world contains countless spirals of varying scales, as seen in cosmic nebulae and typhoons on the macro scale and in DNA on the micro scale. We posit the spiral as a symbol of a society of true abundance, where people connect with each other toward the pavilion's goal of a "world that reverberates with gratitude".

Through its exhibition, Pasona Group aims for visitors to learn about the history of life, the wisdom of humanity, and the design of future society, thereby feeling a greater sense of gratitude toward life.

Architectural Overview

Site area: 3,514.42 m^2
Building area: 2,321.43 m^2
Total floor area: 2,284.87 m^2
Maximum height: 16.755 m
Structure: Steel frame
Floors: 2

Design: Satoshi Itasaka

Planned Construction Schedule:
September 2023 – Construction begins
November 2024 – Building completed
January 2025 – Interior completed, announcement Feb. 2025

Groundbreaking Ceremony Commemorates Start of Construction

A traditional Japanese *jichinsai* ("groundbreaking ceremony") for the Pasona Group pavilion "PASONA NATUREVERSE" was held at the planned construction site of the pavilion at the Expo venue in Yumeshima, Osaka, on Thursday, September 7th, 2023.

The ceremony was attended by 30 people, including Hiroyuki Ishige, Secretary General of the Japan Association for the 2025 World Exposition; Dr. Yoshiki Sawa, Professor Emeritus of Osaka University and Executive Producer of the pavilion; Satoshi Itasaka, architect involved in the design of the pavilion, and other guests, in addition to Pasona Group CEO Yasuyuki Nambu, Pasona Group executives, and people involved in the pavilion construction. The ceremony was solemnly held under the direction of the Chief Priest of Izanagi Shrine in Awaji City, Hyogo Prefecture, to pray for safe construction.

After working at Kidosaki Architects Studio, Mr. Itasaka established his studio The Design Labo Co., Ltd. in 2012 to engage in creative activities across fields such as architectural and product design.
http://www.thedesignlabo.co.jp/

Message from the Architect, Satoshi Itasaka

The central focus of the pavilion design is "life", based on the Expo theme of "Designing Future Society for Our Lives".

Taking the ammonite as a symbol of life, I designed the facility to feature an ammonite shape stretching 43 meters long and 16 meters tall. Mimicking the life and biological makeup of ammonites, construction will have a low carbon footprint. Instead of demolishing the building after the half-year period of the Expo ends, we are planning to dismantle and reconstruct the facility in Awaji Island, an area which suffered immense damage in the Great Hanshin earthquake. To make relocation efficient, the design incorporates trusses and membranes to keep the parts lightweight, and uses BIM and technology manage the components.

As guests experience the macro and micro spirals, my hope is they recognize anew that we humans are a part of nature, and rekindle their gratitude for life.

■ Overview: "PASONA NATUREVERSE" Navigators

The pavilion navigator (guide) for the pavilion will be the character "Astro Boy", and the area navigator for the "body (future of medicine)" zone will be the character "Black Jack". Both "Astro Boy" and "Black Jack" will also be the PR navigators for "PASONA NATUREVERSE".

Pavilion Navigator: Astro Boy

"Astro Boy", the robot with a human spirit, will be featured as the overall navigator for "PASONA NATUREVERSE". As a symbol of the fusion between humanity and technology, "Astro Boy" will show guests around the pavilion with the aim of creating a world which reverberates with gratitude, and a truly enriching "mutual society" that connects people together.

Pasona Group aims for visitors of the pavilion to learn about the history of life, the wisdom of humanity, and the design of the future society, thereby feeling a greater sense of gratitude toward life.

■ About Astro Boy

・Manga: April 1952 – March 1968 "Shonen" (Kobunsha)

・TV Anime: January 1963 – December 1966 (Fuji Television), October 1980 – December 1981 (Nippon TV), April 2003 – March 2004 (Fuji Television)

The manga is a sci-fi hero story featuring Astro Boy, the 100,000 horsepower young robot boy, and his adventures in the future world. One of the most famous works of the writer/illustrator Osamu Tezuka. In 1963, the anime became the first serialized anime series to air on TV in Japan, and was a major hit, becoming the cornerstone of what is now known as Japanese anime. In addition to Astro Boy's adventures, the story features his growth as he experiences miscommunication between humans and robots.

Body Zone Navigator: Black Jack

The navigator of the "Body Zone (Future of Medicine)" area will be the genius surgeon "Black Jack". He will be introducing a variety of cutting-edge technologies related to the body and future of medical care, including iPS heart muscle sheets, a "symbol of life" developed by Dr. Yoshiki Sawa, the pavilion's Executive Producer.

With a stronger will than anybody to save the lives of his patients, "Black Jack" inquires, "What is life?", "What is human happiness?". The presence of "Black Jack" links to a theme of the pavilion, of the state of a "truly fulfilling society".

■ About Black Jack

・Manga: November 1973 – October 1983 "Weekly Shonen Champion" (Akita Shoten)

・TV Anime: October 2004 – July 2006 (Yomiuri TV, Nippon TV)

Black Jack is a genius unlicensed surgeon who saves patients from deadly emergencies. Despite colossal medical expenses, he is trusted by patients as their last hope. The work features themes of medicine and existence, constantly posing questions such as "what does it mean to be a doctor?", "what is precious in life?", and "what is more important than money?" Black Jack depicts not only medical treatment, but a figure facing society itself.

■ Overview: Cartilage Conduction Technology

On Tuesday, May 14th, 2024, Pasona Group announced a partnership with Nara Medical University and CCH Sound Inc., a company striving to popularize "cartilage conduction", the health-conscious technology known as the “third auditory pathway”. The partnership aims towards the fruition of workstyles which promote the physical and mental well-being of all people. These three organizations will work together to develop new products utilizing cartilage conduction technology and promote collaborations with businesses to introduce this innovation into work environments.

As part of this initiative, Pasona Group will adopt cartilage conduction devices in the company's pavilion "PASONA NATUREVERSE" at the Expo 2025 in Osaka, Kansai, Japan, a first in the history of the Expo. Staff headsets and audio guide earphones will showcase the potential of this groundbreaking auditory technology to the world.

Cartilage conduction was discovered by Hiroshi Hosoi, President and Chairman of Nara Medical University. Through this "third auditory pathway", vibrations on the outer ear cartilage generate air oscillations (sound) in the outer ear canal which are transmitted to the middle ear and eardrum. Unlike traditional audio devices, "cartilage conduction earphones" transmit sound by simply resting lightly near the cartilage without blocking the ear canal. This innovation is expected to foster the development of revolutionary new applications for use with smartphones, smart glasses and more. Additionally, because the earphone design has no openings, they are easily kept clean, one reason for their current use to support the elderly at local government offices across the country.

Therefore, to support the emergence of a bright, dynamic future society where all people live with vigor and robust health, Pasona Group has partnered with CCH Sound and Nara Medical University to develop new cartilage conduction devices and form business collaborations to introduce the technology into workplaces. As an initial trial, Pasona Group will adopt cartilage conduction technology in work contracted for the Osaka, Kansai Expo, as well as at reception counters at companies, local governments, call centers, and at Pasona Group restaurants and tourism facilities on Awaji Island. This usage will improve the health and safety of work environments while also helping to raise the quality of service provided not only to the elderly and the disabled, but for all people.

Additionally, the cartilage conduction technology will be put into use at the "PASONA NATUREVERSE" pavilion. The adoption of devices for internal staff communication will make the most of the technology’s advantages that include comfortable use with less strain on ears even over long time periods, easy detection of surrounding sounds by keeping ear canals open, and the ability to hear customer voices even during use of audio devices. Also, to provide a more moving experience to the many visitors from around the world, audio guides with multilingual translation functions will be available through cartilage conduction earphones, for foreign visitors, the elderly, and other guests at

the pavilion. The real world application of cartilage conduction technology will raise awareness of the attractive possibilities promised by this new audio innovation.

Through this collaboration, Pasona Group has expressed a desire to further expand the mainstream adoption of cartilage conduction technology, and to bring into being a society of true prosperity in which everyone can wholeheartedly live a life of energy and vigor.

Details: Pasona Group, CCH Sound, and Nara Medical University Collaboration

Start Date: Tuesday, May 14th, 2024

Objective: To realize workstyles which promote the physical and mental wellbeing of all people through the widespread adoption and proliferation of cartilage conduction technology.

Content:
- Developing new products and solutions utilizing cartilage conduction technology
- Establishing healthy and safe working environments via implementation of the technology
- Improving service quality through utilization of the technology
- Introducing and proliferating the technology at the Osaka-Kansai Expo

About "Cartilage Conduction"

For more than 500 years, 2 routes have been known for hearing sound: air conduction, which detects the compression waves of the air, and bone conduction, where vibrations are transmitted through bone. In 2004, Professor Yuji Hosoi (currently University President) of Otolaryngology at Nara Medical University discovered that when vibrations containing audio information are applied to ear cartilage, such information is clearly transmitted to the inner ear, naming the phenomenon "*nankotsu dendō*", or "cartilage conduction" in English.

Distinct from "bone conduction", "cartilage conduction" features completely different hearing mechanisms and characteristics of sound transmission. Cartilage conduction is an auditory phenomenon in which sound (vibration) energy vibrates the external auditory canal which forms the outer half of the tubular ear canal, thus generating air-conducted sound (air compression waves) inside the ear canal, reaching the inner ear via the eardrum and middle ear. Bone-conducted sound is heard when sound (vibration) energy is transmitted directly to the inner ear via the skull, without passing through the eardrum or middle ear.

Features of "Cartilage Conduction" Technology

- Round earphones with no holes for clean use and no earwax accumulation
- No insertion into ear canals means fewer concerns about ear canal infections
- Keeps ear canals open for detecting surrounding sounds, for smoother conversation with people nearby
- Sound is generated inside the ear canal, for clear sound quality

Reference: CCH Sound Inc. Company Overview

Location: Do Produce Bldg., 4-28-8 Hikaridai, Seika-cho, Soraku-gun, Kyoto
Established: October 2019
Paid-in Capital: 139.5 million yen
Representative: Masanaga Nakagawa, CEO
Business Activities: Development, manufacturing, and sales of cartilage conduction transducers; development, manufacturing, and sales of cartilage conduction acoustic devices; cartilage conduction business consulting, cartilage conduction patent licensing

*CCH Sound was awarded top prize in the "Body Category" at the "Well-being Business Contest 2022" organized by Pasona Group.

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June 24th, 2024
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■ Reference: Pasona Group Inc. Company Overview

Since its founding in 1976, Pasona Group Inc. has promoted diversity under its corporate philosophy of providing “Solutions to Society's Problems” and has continued to create opportunities for each and every individual to play an active role with pride and dreams.

In 2008, the company began the challenge of regional revitalization by attracting human resources to Awaji Island, Hyogo Prefecture. Pasona Group endeavors to create a way of life and work that is enriching both physically and mentally, and to create new industries with dreams, including a health industry that takes advantage of the rich nature, food, and culture of Awaji Island.

Location: PASONA SQUARE Minami-Aoyama 3-1-30 Minato-ku, Tokyo
Foundation: February 16th, 1976
Paid-in Capital: 5 billion yen
Business Activities: Expert Services (temporary staffing), BPO Services (contracting), HR Consulting, Education & Training, Global Sourcing (overseas HR services), Career Solutions (employee placement, career support), Outsourcing, Life Solutions, Regional Revitalization Solutions

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