

Genesis Healthcare partners with KingMed Diagnostics in Consumer Genetic Testing in China

Genesis Healthcare (Dr. Iri Sato-Baran, Co-founder and President), the pioneer of genetic research and testing in Japan, is announcing its partnership with KingMed Diagnostics (Dr. Liang Yaoming, CEO) in the quest to expand its Consumer Genetic Testing to the China Market from Autumn, 2016. Through the partnership, KingMed Diagnostic is licensed to sell the popular GeneLife kits in China.

KingMed Diagnostics is one of the largest diagnostic testing companies in China with over 30% market share in the diagnostic area. The partnership will allow KingMed Diagnostics to enter into the Consumer Genetic Market in China which have gained interest in recent years. While the products will be released in sequential order, all of the GeneLife Kits sold in Japan will also be available in Mandarin Chinese by the end of 2016. To comply with Chinese Genetic regulations, the GeneLife kits can be purchased via KingMed's Official Website called Kingene and the testing will be conducted at KingMed's Guanzhuo testing facility.

Genesis Healthcare's expansion into China will mark as 9th country for GeneLife to offer its products, which follows the previous launch in the eight Asian countries (Hong Kong, Singapore, Taiwan, Malaysia, Indonesia, Philippines, Thailand and Vietnam last year. Due to increasing demands for genetic testing from the Asian markets supported by Genesis Healthcare's largest genetic database of Asian population, GeneLife aims to expand to all Asian countries by 2017.



■ PRODUCTS

【DIET】【肥胖基因检测】



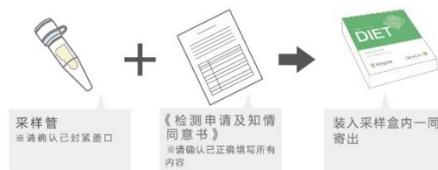
肥胖基因检测
风险评估基因检测采样盒

Let's identify the risk for your future health and prosperous lifestyle with personalized genetic test kit.

GeneLife 

【TESTING METHOD】【寄回方法】

寄回方法



1. 将装有**样本的采样管**与**《检测申请及知情同意书》**放入信封内一同寄出
2. 请使用指定的快递寄出，**邮费将由本司支付**

【CONTENTS OF KIT】【请确认耗材是否齐全】

请确认耗材是否齐全



【TESTING FLOW】【检测流程】

检测流程

- 请认真阅读《检测申请及知情同意书》上内容并按要求如实填写各项信息
 - 取出口腔拭子和采样管参照图示按顺序从口腔内壁刮取口腔黏膜脱落细胞
 - 将《检测申请及知情同意书》和装有样本的采样管一同装入采样盒寄回
 - 本公司接到样本后立即送检，整个检测流程约需要2~3周，检测结果将通过邮递方式寄送
※ 检测结果也可通过电脑或手机查询
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【PRE RELEASE: GeneLife® DIET·METABO·SKIN】

Price: 599RMB (Rate)

Release: Autumn

KingMed Diagnostics: Kingene OFFICIAL WEBSITE

◆ Kingene Official Website : <http://mykingene.com.cn/>

【About GeneLife®】

GeneLife®, which is operated by Genesis Healthcare, is Japan's largest consumer genetic brand which has sold more than 460,000 kits to date. The flagship product of GeneLife is [GeneLife®Genesis], which covers 360 diseases influenced by individual DNA such as lifestyle diseases and non-hereditary cancer. It also offers personality and behavior traits, physical characteristics, and ancestry all in one testing kit. Due to the extensive coverage, GeneLife Genesis is the largest kit offered direct to consumer in Japan and globally.

【Kingene Products】

■ GeneLife® 「DIET」

└ It analyzes your genetic tendency towards obesity, the most popular to women.

■ GeneLife® 「METABO」

└ It analyzes items related metabolic syndrome.

■ GeneLife® 「SKIN」

└ It analyzes genes related to skin types, pointing out genetic tendency of causes and weaknesses.

■ **GeneLife® Genesis (Traits and Diseases)**

↳ GeneLife Genesis analyzes 360 items including risk of diseases, physical traits and beauty related.

■ **GeneLife® Myself 2.0**

↳ Myself2.0 analyzes 87 items, which are genetic tendency of Characteristic.

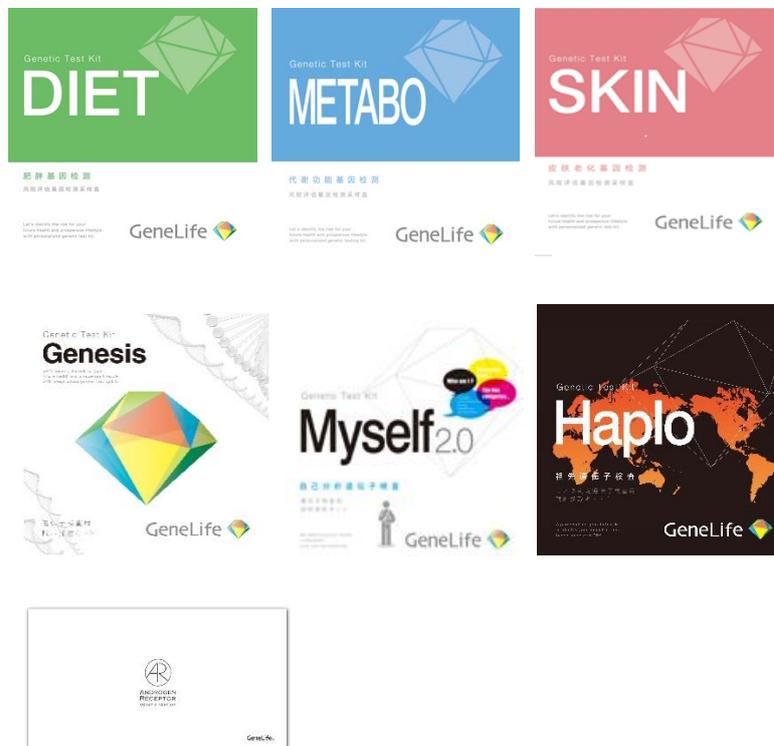
■ **GeneLife® Haplo**

↳ Haplo checks mitochondrial DNA and show who are your ancestors.

■ **AGA (Androgenetic Alopecia)**

↳ Androgenetic Alopecia shows your genetic risk of male pattern baldness.

■ **[Product Package for China]**



■ **SERVICE POLICY**

GeneLife does not analyze the following Diseases

Genetic Testing is still in its development stage and GeneLife takes precautions for consumer safety. To adhere to Japanese Genetic Testing Guidelines and NPO Counsel for Protection of Individual Genetic Information, GeneLife® selects testing items to assure consumer's health and safety and its kits are accredited by a 3rd party organization for its content and validity. GeneLife also complies with Japanese Health Guidelines and Genesis Healthcare Ethics Committee's Consumer Safety and Health directives. Based on these accords, GeneLife does not offer genetic testing for Genetic Diseases or Disorders which are;

1. considered as incurable and/or no treatments
2. caused by severe psychological stress
3. psychiatric diseases such as Alzheimer's Disease which has not yet been identified its cause
4. recessive Disorders or Mendellian Diseases
5. diagnostic in nature.

【About KINGMED】

KingMed Diagnostics was established in Guangzhou, 1994. Currently, it is considered to be the largest diagnostic testing company in China with directly operated laboratories in 21 cities in China. The main services of KingMed include medical testing, clinical trial testing, food and hygiene test. KingMed offers testing service to more than 13,000 medical institutions to 30 provinces/special sections (local government, autonomous district, special administrative region) and its testing covers 90% of Chinese population. KingMed's was chosen as one of the most valuable companies ranked as TOP 10 in the medical health industry in China and its reputation speaks for itself.

【About Genesis Healthcare】

Genesis Healthcare, oftentimes quoted in the Japanese media as the pioneer of genetic research and testing in Japan, currently provides over 2000 genetic tests to the research and medical community. Our 70% market share in consumer segment proves to show our strong market leader position and trust. Since inception, we have conducted more than 1M tests, of which 460,000 samples are obtained from the consumer segment which places Genesis Healthcare as possessing the largest genetic database in Japan and possibly in Asia. Due to our resourceful database and highly knowledgeable researchers, medical practitioners, scientists and geneticists, all of our tests and products are developed in house at our own research facility: Genesis Institute of Genetic Research (GIGR).



Genesis Healthcare Co.

Corporate site: www.genesis-healthcare.jp

EC Site in Japan: www.genelife.jp

EC Site in Asia: www.genelife.asia

Press Inquiries:

【Public Relations Division】

TEL: +81-3-6455-3592

Attention: Mr. Kazutaka Sato, Public Relations

k-sato@genesis-healthcare.jp