

April 21, 2023

Our disease awareness campaign for World Hemophilia Day

KM Biologics Co., Ltd. (Headquarters: Kumamoto, Japan; President: Toshiaki Nagasato) is supporting the World Hemophilia Day* promoted by the World Federation of Hemophilia (WFH) and conducting various activities towards the general public and the company employees.

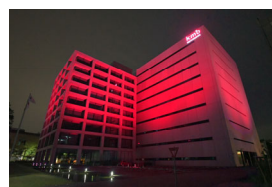
World Hemophilia Day is a disease awareness day set to raise the awareness of hemophilia and congenital bleeding disorders (April 17 every year). KM Biologics is engaged in various initiatives related to hemophilia disease awareness.

Main Initiatives for World Hemophilia Day in 2023

1. Light it up Red!

KM Biologics Headquarters building and Kumamoto Castle was illuminated in red, which is the theme color of World Hemophilia Day.

April 17 (Mon) 19:00-22:00 (Lighting ceremony: 18:50)



2. Distribution of on-demand videos

Many people face lifestyle-related diseases, and people with hemophilia are no exception. In this video, we will focus on exercise and oral care, introducing simple exercises that you can do at home and correct toothbrushing techniques followed with the opinions of experts. Please watch the video with your family and friends.

<https://www.kmbiologics.com/world-hemophilia-day/#ac02>

3. Promotion of blood donation

The hemophilia drugs manufactured by KM Biologics are made from donated blood. To make the production of hemophilia drugs more sustainable, we regularly host blood donation campaigns utilizing the Red Cross Bloodmobiles to donate blood. On April 10, 2023, we also conducted a blood donation in the company premises and the entire company worked as one to promote blood donation.

4. Thoughts on hemophilia

We made a video message summarizing the thoughts of our employees involved in hemophilia treatment drugs. It is made with consideration of patients, their families, and medical professionals, so please have a look.

<https://www.kmbiologics.com/world-hemophilia-day/#ac04>

*April 17th is World Hemophilia Day. This year's theme is "Access for All: Prevention of bleeds as the global standard of care." Raising public awareness of hemophilia and other inherited bleeding disorders will increase sustainable and equitable access to patient care and treatment.