

To whom it may concern

Date: November 4th, 2025

Company name: StemCell Institute Inc.

Representative: President Takafumi Shimizu

November 17: “World Cord Blood Day”

Japan’s No.1 Private Cord Blood Bank with 99% Market Share StemCell Institute Inc. holds over 500 cord blood seminars every month. Latest comments from storage clients also released.

Monday, November 17, 2025, is “World Cord Blood Day.”※1。

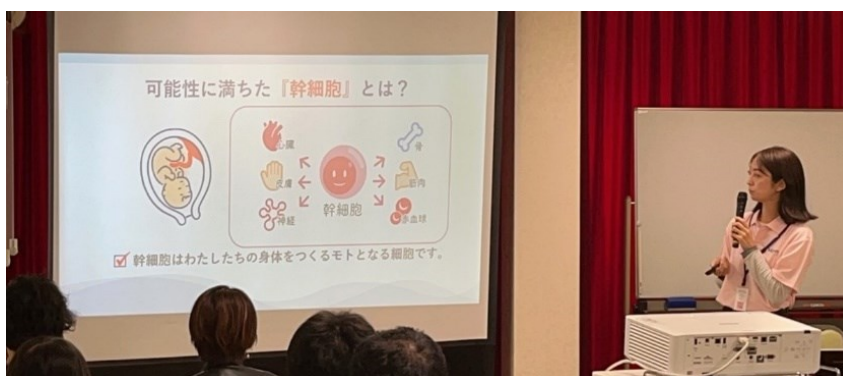
This day is an international awareness event established by the U.S. nonprofit organization Save the Cord Foundation, aimed at raising public understanding of the importance of cord blood—a valuable medical resource—through both public and private banks worldwide.

StemCell Institute Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Takafumi Shimizu; hereinafter “the Company”) supports this mission and engages in activities to raise awareness among expectant families about a new option — “preserving cord blood for the future.”

Through participation in events such as the “Maternity & Baby Festa Osaka 2025” held in October, the release of videos featuring families who have actually stored cord blood, and the introduction of over 500 cord blood seminars held nationwide each month, the Company communicates the importance and value of cord blood preservation.

※1 In 2025, the date has been exceptionally set to November 17.

Over 500 sessions held nationwide each month! “Cord Blood Seminars” offered at maternity classes and other events.



At our company, staff members located throughout Japan carefully communicate the significance of cord blood preservation to expectant families in their respective regions.

Through maternity classes and other programs offered at obstetric facilities nationwide that cooperate in cord blood collection, we hold over 500 “Cord Blood Seminars” each month, explaining what cord blood is and the potential it holds for the future. Many of our staff members have also stored their own children’s cord blood. “Having preserved cord blood at the time of my own delivery, I truly realized its potential — that’s why I want more expectant mothers to know about it,” one staff member shares. These heartfelt messages, rooted in personal experience, deeply resonate with pregnant women and their families.

Exhibited at a Maternity and Baby Festival — Stage Event Draws a Full House and Great Enthusiasm



Since cord blood can only be collected at the limited moment of childbirth, it is extremely important for expectant parents to learn about its existence and significance during pregnancy.

On October 25–26, the Company exhibited at the “Maternity & Baby Festa Osaka 2025” held at INTEX Osaka, and on November 1, at the “Maternity Family Festival” held at Tokyo Suitengu. At both the booth and the stage events, we hosted “Cord Blood Seminars” featuring staff members and midwives who have personal experience with cord blood storage. These sessions provided a welcoming environment where expectant families could easily listen, ask questions, and deepen their understanding. Participants shared many positive comments, such as: “I feel reassured now that I understand it in detail,” “The real-life experiences were truly moving.”

Three real stories from families who chose to store cord blood: *“We want to do everything we can to help our child grow up healthy.”*

In conjunction with World Cord Blood Day, we have released a video featuring three families who actually chose to store their cord blood. Each family, with its own unique background, shares the reasons why they decided to preserve it “for the future.” One particularly memorable moment in the video is when a parent describes cord blood storage as “the first gift to their child.”



Video title : *“Interview with Families Who Stored Cord Blood”*

<https://stemcell.co.jp/lp/movie/03.mp4>

- **Family A:** First learned about cord blood storage while trying to conceive, and decided to store after learning about its potential uses in a prenatal class.

“I didn’t want to regret later, thinking ‘I should have done it then.’ I see it as insurance for my child.”

- **Family B:** Having her first baby at a later age, she said,

“I wanted to do everything I could to help my child grow up healthy. Since it’s something you can only do once—at birth—there was no reason to hesitate.”

- **Family C:** Their third child was born prematurely and diagnosed with cerebral palsy. The family decided to use the cord blood stored from the child’s sibling, and within a month of the infusion, significant changes were observed.

“Cord blood is something that cannot be replaced by anything else — it’s the very first gift to a child coming into the world.”

Cord blood is a precious source of cells that can only be collected at the moment of birth. That is why it is so important for expectant parents to learn accurate information about its value and potential during pregnancy.

Our company is working to spread awareness nationwide so that families preparing for childbirth can feel confident and positively consider cord blood storage — a once-in-a-lifetime opportunity — as something they can do to help protect the future.

■ StemCell Institute Inc.

With the corporate slogan “*Providing new medical care solutions for every new life*”, our company operates cell banking businesses for perinatal tissue-derived cells such as the “umbilical cord” and “cord blood,” leveraging a strong network with obstetrics and gynecology facilities. Our aim is to develop new therapies and products using these cells for regenerative and cell therapy purposes. Based on this business foundation, we strive for sustainable growth and social contribution by developing businesses and making investments in related fields such as regenerative medicine and femtech.

Established: August 5, 1999 (Listed on TSE Growth: 7096)

Capital: 704.8 million yen

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【For media inquiries regarding this announcement】

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