

FROST & SULLIVAN

BEST PRACTICES RECOGNITION

2018 APAC

**FLUORESCENCE SURGICAL IMAGING FOR BREAST CANCER
NEW PRODUCT INNOVATION AWARD**



WHO IS FROST & SULLIVAN?

Frost & Sullivan is a leading 57-year-old market research and consulting firm that tracks multiple industries including automotive, healthcare, information and communication technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

WHAT ARE BEST PRACTICES AWARDS?

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan New Product Innovation Award is a compelling third-party validation of a company's growth strategy and execution. Shimadzu's Best Practices Award is a strong indicator to employees, investors, customers, and the public that Shimadzu has superior products and solutions in the fluorescence surgical imaging for breast cancer market.

WHY SHIMADZU?

Frost & Sullivan's independent analysis identifies Shimadzu as a trendsetter in intraoperative near-infrared fluorescence imaging systems, specifically because it brings innovation in surgical treatment. Supported by the company's stellar reputation in medical imaging modalities, NIRF LIGHTVISION is expected to experience wide adoption as a surgical tool for breast cancer, while efforts are well underway for the technology to serve other anatomical regions in the future.

The company is acting on its promise to significantly influence real-world healthcare challenges with real-time medical imaging technologies that surgeons can rely on to locate lymph nodes, lymphatic vessels, and tissues precisely. This system shortens surgical procedure time frames, leading Frost & Sullivan to conclude that Shimadzu is on the right path for continuing its market expansion.

For its strong overall performance, Shimadzu is recognized with the 2018 Frost & Sullivan New Product Innovation Award in the breast cancer fluorescence surgical imaging industry.



BEST PRACTICES AWARD ANALYSIS FOR SHIMADZU



WHAT IS NEW PRODUCT INNOVATION?

The New Product Innovation Award is about finding a productive outlet for creativity and consistently translating ideas into high-quality products that have a profound impact on the customer.

KEY BENCHMARKING CRITERIA

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluate two key factors—New Product Attributes and Customer Impact—according to the criteria identified below.

New Product Attributes

- Criterion 1: Match to Needs*
- Criterion 2: Reliability*
- Criterion 3: Quality*
- Criterion 4: Positioning*
- Criterion 5: Design*

Customer Impact

- Criterion 1: Price/Performance Value*
- Criterion 2: Customer Purchase Experience*
- Criterion 3: Customer Ownership Experience*
- Criterion 4: Customer Service Experience*
- Criterion 5: Brand Equity*

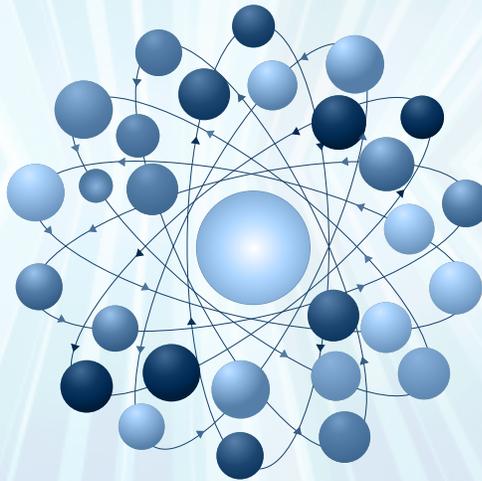
SIGNIFICANCE OF THE AWARD

Ultimately, growth in any organization depends upon continually introducing new products to the market and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

This award is in recognition of the company's success and its ability to attain this position through its high performance and technologically advanced products. Innovative companies translate creativity into new ideas that have a profound impact on the customer.



THE 360-DEGREE RESEARCH APPROACH



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

QUESTIONS?

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