



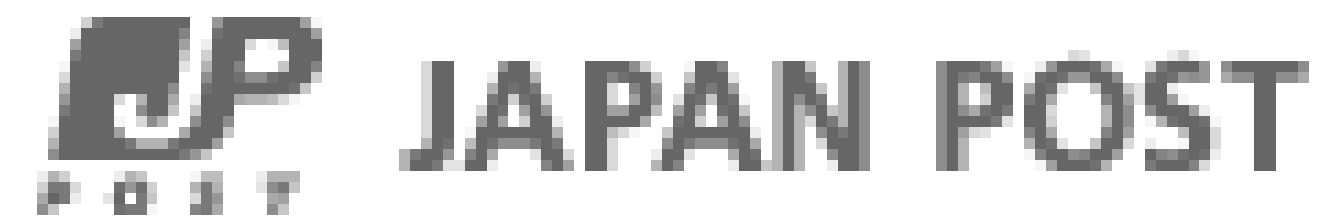
“Reimagining
Life”

Apple, IBM and Japan Post Group
are reimagining elder care in Japan.





- 24,000 post offices
- Workforce of 400,000
- Japan Post Group has existing financial relationships with nearly all of the 115 million adults in Japan.
- Nationwide infrastructure of Japan Post Group has ability to cover the "last mile" to virtually every citizen of Japan.



The Aging Population is growing at rapid rate

Seniors = 25 % of Japan's population. Projected to grow to 40 percent by 2055



- Fear of being alone
- Afraid of being Institutionalized
- Concerned about someone else taking control or
- Losing control



So much of what happens within your social sphere affects your healthcare

And depression is big issue with elderly people

Aging App Roadmap

**Postal /
Commercial
Elder Support
Services or
Assistance
Worker**



Elder Support

1 of 3 interdependent apps in the Elder at Home Suite, Elder Support is for enterprise workers assigned to monitor and assist sponsored or subscribed elders living alone and using the Elder at Home app and their families using the Elder Advocate app



Elder
Assistant



Elder
Coordinator



Elder
Check



Elder
Care Share



Elder
Delivery



Elder
Transport

**Senior
at home
alone**



Elder at Home

Central to Elder at Home Suite, the app is specially designed for use by elders providing reminders for meds, real-time interactions with family and support service provider through associated apps, and ability to incorporate 3rd party services in ecosystem established by a client organization. Such services may include shopping, community activities, and social service requests



HealthKit / IoT
extensions



Senior
Social

**Friend /
Family /
Carer**



Elder Advocate

The app for families of subscribed or sponsored seniors, it supports and interacts with senior activity on the Elder at Home app as well as Elder Support worker app for monitoring and remote support of senior for collaborative, interactive, assistance, and communication with far-away loved ones



Elder Advocate
Watch



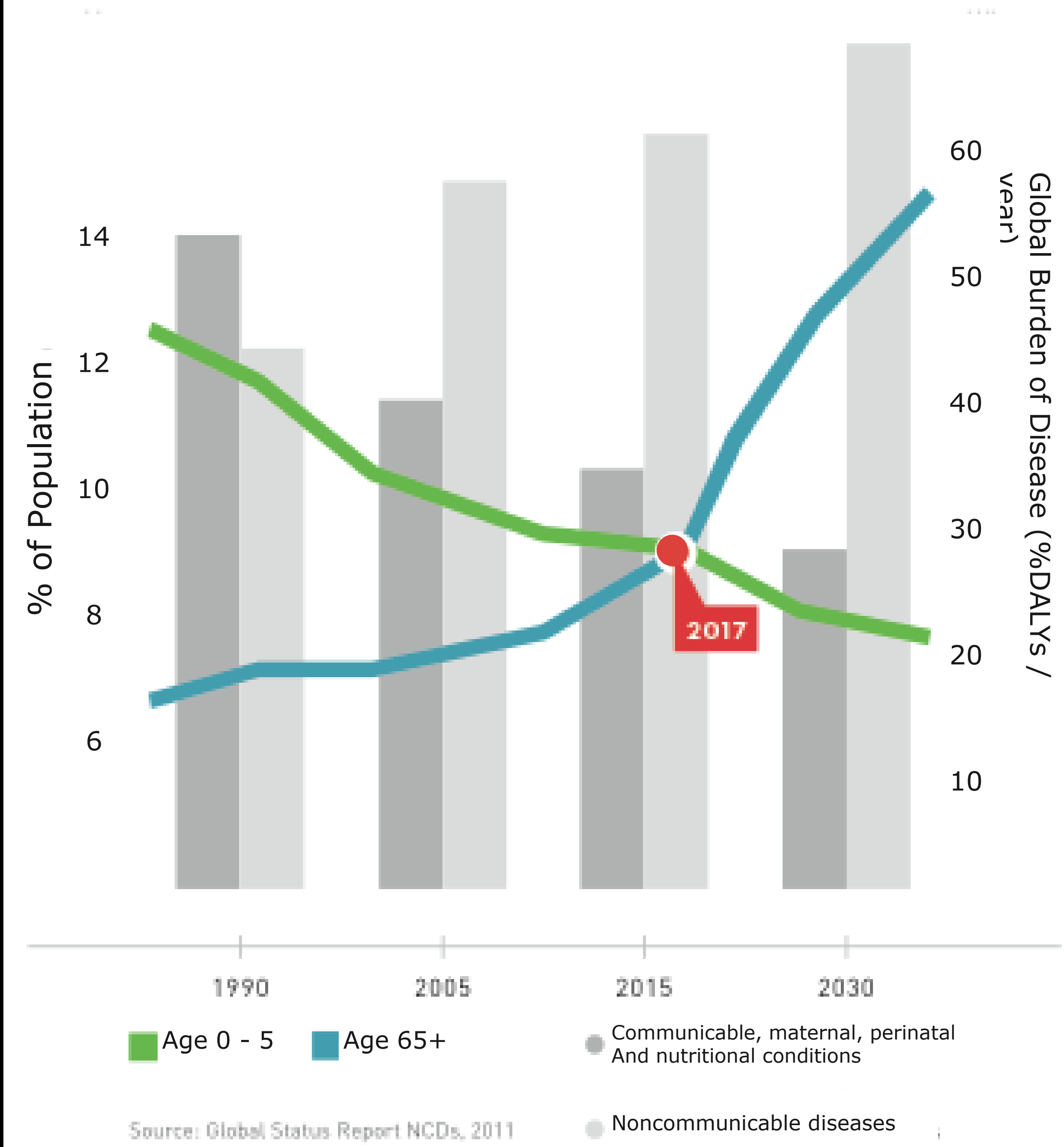
Elder
Alert



Elder
Carer

Worldwide Demographic tipping point

Global Aging and Burden of Disease



Source: Global Status Report NCDs, 2011