

Anicom's Mission

“I wish we could stay together forever.”

**Fulfilling the universal wish
of all who live with animals
— to remain together for life.**

At Anicom Group,
we analyze big data related to insurance and veterinary care
to explore the causes of disease and to promote risk prevention.
Our goal is to extend healthy lifespans for animals and their families.
Driven by the desire to “live a long and healthy life with
our beloved companions,” we are using the power of science
to build a future free from premature goodbyes.



Anicom's Aims

Realizing Preventative Insurance

Our group is committed to enhancing preventive services to realize a simple idea: as customers become policyholders and use our services, their pets become healthier. This approach goes beyond insurance as mere peace of mind: it actively maintains and improves health, ultimately reducing claims payouts. The result is a fundamental shift in our underwriting profit model.

In the pet insurance market, we are setting ourselves apart with distinctive preventive services. One of the challenges in preventive healthcare is that illness can be easily seen, while health is difficult to see. To address this, our group utilizes gut microbiota testing to visualize immunity, "level of health." By doing this our group helps to raise pet owners' awareness of health management, creating motivation for behavioral change, and thus enabling preventive interventions.

Pioneering Advanced Medical Care and Intellectual Property Development

We aim to be the first to secure early regulatory approval in veterinary medicine for next-generation technologies, which are attracting widespread interest. These include robot-assisted surgery and stem-cell based regenerative therapies. In parallel, we will build a strong intellectual property portfolio, advance the field, and work to standardize these treatments, helping to rein in rising medical costs.

By combining our group's extensive big data in the veterinary field with advanced knowledge from human medicine, we will accelerate breakthroughs in diagnostic technologies and treatment development.

Furthermore, through active investment in AI-powered diagnostic support and robot-assisted surgery, we will secure intellectual property related to advanced medical care, improve the quality of healthcare, and achieve the standardization and optimization of medical costs.



Message from the CEO

By leveraging cutting-edge technology and AI to visualize health conditions and promote preventive care, we will continue to support the health and lives of our beloved pets.

Anicom Holdings, Inc.
Representative Director/CEO

小森 伸昭

Anicom's Purpose Clarified Through the Advancement of Society

Thanks to your support, the Anicom Group has reached its 26th anniversary. Through a quarter-century of challenges, we have arrived at a fundamental question: *"Why does Anicom exist?"*

Frankly speaking, in the early days of our founding, we were constantly worried about whether we could sustain this business. The pet industry was not considered a core industry like the automobile, food, medical, or financial sectors. Instead, it was viewed as a hobby or luxury that would be the first to be cut back during times of war, natural disasters, or economic crises.

However, the situation has changed in recent years. Even during the Great East Japan Earthquake and the Ukraine crisis, people risked their lives to protect their pets. They began to say things like, "If I can't take my pet to the evacuation center, I won't evacuate," and "If this little one isn't here, surviving has no meaning." The behavior shown by pet

owners demonstrated that pets are beloved family members and a fundamental part of their own sense of purpose.

We believe this reflects a major structural change in modern society. It is the new social issue of "loneliness" brought about by the evolution of civilization. With the spread of convenience stores, the logistics revolution, the rise of remote work enabled by IT advancements, and the emergence of artificial intelligence (AI), people are now able to live without interacting with others. However, while being freed from the hassles of human relationships, they have simultaneously lost the source of self-affirmation: the joy of being needed by someone.

Humans inherently recognize their sense of purpose and maintain emotional stability through connections with others. As these relationships weaken, a quiet loneliness has spread throughout society. The establishment of ministers responsible for finding solutions to loneliness in countries like the UK and Japan was a symbolic event reflecting this reality.





Together with "Miitan", the meerkat who is part of the family

Pets are the very ones that fill this loneliness. Paradoxically, as civilization advances, their significance has grown even greater. For more than 10,000 years, animals have lived with people, becoming companions bound by mutual love. Pets seek their people without condition—and people, in turn, are strengthened by their pets. We use the catchphrase, "You are the powerhouse of the heart." Pets recharge the "emotional energy" that is lacking in modern society.

A Scientific Approach to Extending Pets' Healthy Lifespan

"I wish we could stay together forever." To fulfill this heartfelt wish of pet owners even to a limited extent, it is most important for pets to be healthy and live long lives. Therefore, we have thoroughly analyzed the causes of "premature loss." What we have discovered are three "mysteries." The first mystery consists of cases where young pets die from minor health problems such as diarrhea or vomiting.

The second has to do with cases where chronic kidney disease or heart disease—conditions that typically develop in middle to old age in humans—occur in young pets and lead to death. The third of these three mysteries involve cases where pets die from cancer at an extremely young age. We believe these are not coincidences or fate, but rather due to acquired immune deficiencies—specifically, an "imbalance in immune strength."

The key to this lies in the "diversity of the gut microbiota." Dogs and cats that were once kept outdoors or lived in the wild naturally acquired immunity by licking soil, chasing insects, and interacting with various bacteria. However, modern pets live in clean indoor environments, eat the same dry food every day, and exist within very limited surroundings. While this may seem hygienic at first glance, in reality, it deprives them of opportunities to be exposed to a variety of bacteria.

As a result, the immune balance is disrupted, increasing the risk of developing serious diseases at a young age. Using Anicom Group's industry-leading medical database (largest in the industry), we tested the hypothesis and confirmed a clear correlation between gut microbiota diversity and disease incidence.

Born from these insights is "7Days Food."

7Days Food gives pets the opportunity to eat a rotating variety of ingredients over the course of a week. Rotating pets' diet stimulates their immune system and restores a diet closer to a natural environment. 7Days Food offers a completely new approach, one which is crafted with "immune care" in mind.

Furthermore, in recent years, we have also focused on "oral care." As with humans, periodontal disease and oral inflammation in pets have a significant impact on overall health. Since periodontal bacteria can enter the bloodstream and harm the heart and kidneys, daily tooth brushing and routinely assessing oral health are essential to extending pets' healthy lifespan.

In addition to treating diseases when they occur, we also want to simultaneously place greater emphasis on prevention. Prevention cannot be achieved overnight. It is through the accumulation of small daily habits that we can protect the lives of pets.

From this perspective of prevention, the Anicom Group is undertaking various initiatives aimed at creating a society where pet owners and their pets grow healthier together.

Recognizing these prevention-centered efforts, Anicom Insurance, Inc. was awarded the Good Design Award in 2024

for its insurance product described as "Animal Insurance that Makes Pets Healthier."

Anicom Group Enters Its Third Phase With Advanced Medical Care Powered by AI

While advancing preventive measures and immune care, the Anicom Group is also considering a shift from "defensive medicine" to "proactive medicine." To detect health issues early in animals who cannot speak, and to provide precise treatment, we are actively utilizing AI and advanced technologies.

One example is "Smile AI," a technology that detects subtle changes in animals' facial expressions to identify signs of health abnormalities. For instance, dogs have 28 facial muscles, and from their minute movements, it has become possible to measure a "smile score" and a "pain score." This technology can help quantify an owner's sense of "something is odd," helping lead to the early detection of diseases.

It has also become clear that a low smile score tends to correlate with a higher risk of periodontal disease, dermatitis, and behavioral abnormalities. If this can be continuously monitored at home, it would enable successful "predictive medicine."

Additionally, in the fall of 2025, the 'JARVIS Animal Medical Center Tokyo' (hereafter, "JARVIS Tokyo") will launch a world-first initiative. Its greatest asset will be "Surgical AI," a project that senses the highly complex and delicate techniques of veterinary surgeons, teaches AI through machine learning, and standardizes these skills. We aim to quantify masterful surgical techniques—something that even human medicine has yet to achieve—in the field of veterinary medicine.

JARVIS Tokyo will offer multifaceted medical care, including surgical robotics, regenerative medicine, and treatments for intractable diseases. Our goal, however, is not simply to deliver "cutting-edge medicine", but to provide "veterinary care grounded in empathy for both pets and their owners."

For pets and their owners, medical care is not just a technology—it is hope itself. To realize this hope, the Anicom Group strives to advance a future, founded on the dual pillars of "science" and "empathy."

Furthermore, to integrate medical care and prevention, we are developing a system where simply enrolling in insurance naturally raises health awareness and incorporates preventive actions into daily life. By leveraging the industry's largest database to spread services and products, we are building an ecosystem that encourages owners to actively manage their pets' health. This includes providing health

scores, advice on diet and gut health, and more. Our goal is to realize such a society.

The Anicom Group is currently in the process of transitioning from the second phase—focused on visualizing immunity and promoting immune care—to the third phase, which centers on medical innovation. The Anicom Group aims to create a medical care of the future, one which will be a new "common sense" for society.

Supporting the health and lives of pets also means showing care for their owners. With this conviction, we will continue to take on unprecedented challenges.

Finally, I would like to express my gratitude to all of you and sincerely ask for your continued understanding and support for the Anicom Group's philosophy and challenges. Pets, the "world's cutest power plants," are small lives that can change people's hearts and change society. Believing in this great potential, the Anicom Group will continue to move forward.

