

ITO CO., LTD.

Developed the first short wave therapy unit in Japan, ITO is now leading the global market with high standard palm-sized devices for on-site therapeutic treatment.

www.itocoltd.co.jp

ITO CO., LTD.
3-1-8 Sakae-cho
Kawaguchi City, Saitama Prefecture
Japan 332-0017

Founded in: 1916
CEO: Tsukasa Kurahashi
No. of employees: 350
Type of Ownership: private
Primary stock exchange: N/A

April 2019: By applying various technologies, ITO has developed, since its inception in 1916, high-end professional use therapeutic modalities as well as innovative personal use devices.

ITO PHYSIOTHERAPY
& REHABILITATION

Venture Valuation (VV) interviewed the COO, Mayuko Ito, great-granddaughter of the founder Kenji Ito.

VV: You have built up expertise in inventing high-quality products by practicing EB (Evidence Based Medicine). Successful miniaturization of products is an example.

Ito: It is crucial for us to prove the effectiveness of our products and improve them through scientific and clinical approaches. We therefore keep conducting advanced joint research with universities, research institutions and physiotherapists.

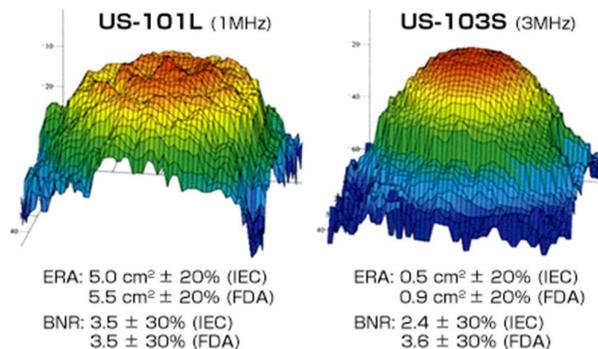
Furthermore we develop products by paying attention to users and social needs. For example, the palm-sized ultrasound devices 103S (right in photo) and US-101L (left in photo) were developed to fulfill the requirements of sports physiotherapists when working on-site. They weigh respectively 190 g and 200 g, have one-handed operation, a rechargeable battery, and are water proof for outdoor sports events. They are handy and practical for treating sprains, muscle pains, and joint contracture on the spot.

These devices are also intended for the use of mobile care. This is particularly important in a rapidly aging society, such as Japan's, for the growing number of the elderly who are housebound and homecare rehabilitation service is becoming critical.



VV: **The Products US-101L and US-103S demonstrate ingenuity to solve the skin irritation commonly caused by therapeutic ultrasound devices.**

Ito: Both products are conceived with low ratio of BNR (Beam Non-uniformity Ratio), 2.4 for US-103S and 3.5 for US-101L, the low ratio recommended by the IEC (International Electrotechnical Commission) standard. The lower the BNR, the more uniform the intensity of the sound wave. This helps prevent hot spots that cause pain and discomfort for patients, and may also cause tissue damage.



VV: **In the highly competitive global market, you have for years strengthened your brand value by sponsoring various sports associations and supporting athletes.**

Ito: We have been engaged for decades in treatment and conditioning for athletes through therapeutic modalities. We are working with over 20 different sports associations and teams. The sports involved include judo, rhythmic gymnastics, ice hockey, weight lifting, wheelchair tennis, bicycle race, goalball, disabled badminton, sailing, para athletics, handball, fencing, swimming, and so on.

Additionally, through our global network of distributors and agents we actively support athletes all over the world.

The data we have accumulated on athletes are valuable for better treatment as well as for product improvement. We hope our expertise will be of great use to many athletes.

VV Comments after the interview:

ITO has allowed each product line to grow organically, by leveraging its know-how and core manufacturing technology, into various market segments interconnected by Judo therapy, rehabilitation, sport medicine, esthetic care and self-treatment.

The three major markets in which ITO is positioned are all expected to grow. The global physiotherapy equipment market is estimated to grow to 25.0 billion USD by 2024 from 15.6 billion USD in 2016¹; the global rehabilitation equipment market to 16.44 billion USD in 2024 from 10.53 billion USD in 2017²; and the global sports medicine device market to 12.73 billion USD by 2025 from 7.17 billion USD in 2017³.

Founder Kenji Ito stated “Medical care is not just the doctor’s job. Protect your own health”. ITO not only supplies physiotherapy products but also provides knowledge and understanding about self-treatment and prevention. In 1955 he established the Nihon Denshi Chiryoki Gakkai (Japan Electronic Therapeutics Institute)⁴. The Institute offers courses and seminars to anyone interested in how the body works and what may cause illness. Participants have the opportunity, after taking the required courses, to become specialist to use homecare therapeutic modalities certified by the Institute. No wonder ITO has prospered over the years.

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Venture Valuation specializes in independent assessment and valuation of technology-driven companies in growth industries, such as the Life Sciences (Biotech, Pharma, and Medtech), ICT, Femtech, Nanotech, Cleantech and Renewable Energy. In addition to valuation products, Venture Valuation offers high-quality, focused information services like the Global Life Sciences Database, Biotechgate.com and this “*Let’s Interview Series*” with companies with interesting technologies and services. We select and interview thriving companies and organizations all over the world.

¹ <https://www.goldsteinresearch.com/pressrelease/global-physiotherapy-equipment-market-a-billion-dollar-industry>

² <https://www.globenewswire.com/news-release/2018/12/07/1663558/0/en/Global-Rehabilitation-Equipment-Market-Expected-to-Reach-USD-16-44%E2%80%A6>

³ <https://www.alliedmarketresearch.com/sports-medicine-devices-market>

⁴ http://nihondenshi.xsrv.jp/hp/?page_id=1073 (only Japanese).