

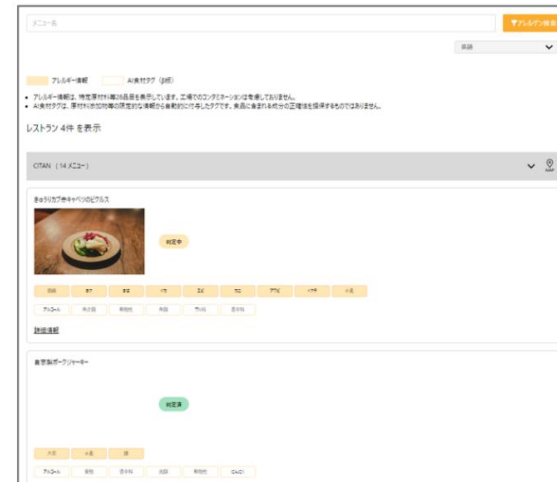
Verification work on utilizing allergy management services for restaurants in the Nihonbashi and Yaesu areas

- September 2023: Start of the initiative, requesting restaurants to register for the allergy management service
- October 2023: Exhibit at &well Festa
- November 2023: CAN EATMAP website launched, press release
- December 2023: Reached out to various VCs, government agencies, etc.
- January 2024: CAN EAT introduced at a major company
- March 2024: Participating restaurants introduced on digital signage

Handouts distributed at Nihonbashi Marché



CAN EAT MAP website



Implementation of existing services in cities and test marketing of new services



Existing service: Implementation of allergy management

serviceCAN EAT Co., Ltd. provides a service called Allergy Management Service, which automatically identifies allergens by simply taking a photo of the ingredient label with a smartphone, and allows users to easily create allergy tables for each menu item. This service allows general restaurants to easily create allergy tables by simply operating a smartphone, and helps improve safety and hospitality for people who have difficulty eating out in Japan, such as those with allergies, vegetarians, vegans, and Muslims.

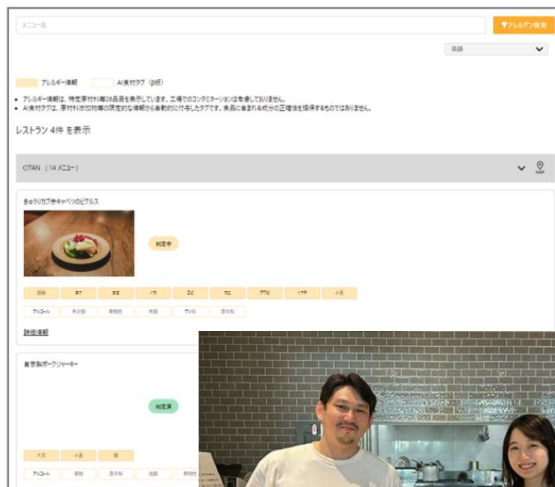
PoC results: This initiative was a catalyst

"HOTEL THE MITSUI KYOTO" and "Halekulani Okinawa" have introduced

New service: MAP using data from allergy management services

If the allergy management service described above were introduced to various restaurants, it would be possible to search allergy charts across the board, and this would help to ensure the safety and hospitality of eating out. Consumers with dietary restrictions tend to be repeat customers, and we thought that this effect would be particularly promising in the Nihonbashi/Yaesu area, which is popular with foreign tourists, so we conducted test marketing.

PoC results: Although issues remain regarding the accuracy of registration and reducing the workload, companies that had no knowledge of allergies responded that "our awareness has increased" and "we were able to learn things we didn't know," which led to improved literacy.



CAN EAT: A step towards an ideal world



**We will take the following three steps to make
food delicious, enjoyable, and healthy for everyone .**

STEP1

**Accommodating people with
dietary restrictions becomes a norm**

First, we will create an environment where any restaurant operator can accommodate dietary restrictions by implementing accurate and efficient response methods.

2019-2024

STEP2

**Aggregating food
information to cater to
all dietary preferences**

Food labeling information and nutritional information are currently not being used effectively, so we will involve manufacturers and wholesalers in consolidating the information and turning it into usable data.

2025-2027

STEP3

**Providing dietary
information to those in need**

We will utilize the food information from STEP 2. We will make it possible to automatically suggest the best food for you, just like food

2027-

&mog support message



It is not mandatory for restaurants to handle allergies. Therefore, it has been difficult to take measures even if an accident occurs due to mistaken ingestion, and this has been a headache for high-priced hotels and inns with many children. We have built a

system that allows anyone to easily handle allergies using a smartphone, and currently it has been introduced to about 100 companies, and we have handled dietary restrictions for a total of 600,000 people, but this time we tried to install this initiative in restaurants in the city. With the limited resources of a startup, we could not efficiently reach out to multiple stores , and it was a topic that we discussed internally as "I hope we can do this someday," but &mog's initiative was a place for a demonstration experiment that allowed us to brush it up to a level where we could grasp the needs.

The results of the demonstration experiment were unexpected, but something that was different from the expectation means that it is not something that anyone can easily think of, and it is something that you can only know by trying it, and whether or not you know this result will have a big impact on the advantage of the business in the future. We will treasure the issues and new directions that have emerged from these results, and will continue to work hard to make the Nihonbashi/Yaesu area a "town that's a hot topic for food."

CAN EAT Co., Ltd. Eri Tagahara