

July 21<sup>st</sup>, 2015

To Whom It May Concern

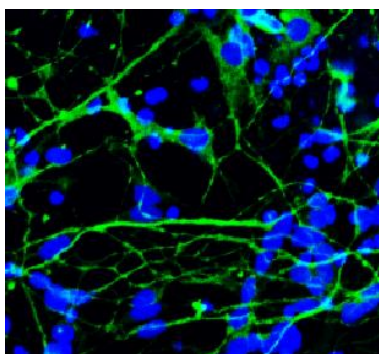
Company: ReproCELL, Inc. (Company code: 4978)  
Representative: Chikafumi Yokoyama, PhD  
Contact: info\_en@reprocell.com

**Announcement: sales commencement of “ReproNeuro MQ Medium”, a cell culture kit which enables the creation of high-functioning nerve cells derived from human iPS cells**

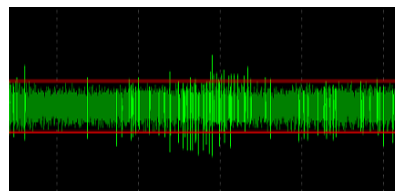
This is a notice that we will on August 3<sup>rd</sup> commence sales of “ReproNeuro MQ Medium”, a cell culture kit which enables the creation of high-functioning nerve cells derived from human iPS cells.

The “ReproNeuro” series which we have sold so far enables the creation of nerve cells from human iPS cells, and has been widely used by pharmaceutical companies during the drug development process for the evaluation of nerve cell toxicity. It has been highly rated for its ability to reduce the number of experiments previously required to be performed on animal subjects. At ReproCELL we have continued our research and development in order to bring these nerve cells closer to the ideal of being like those within a living human body.

With this new “ReproNeuro MQ Medium”, we have developed a specialist culture fluid for making nerve cells, and succeeded in increasing the electrical activity of nerve cells created from iPS cells. We expect this to distinguish our company’s superior nerve cell development, to lead to both an improvement in the reliability of and expansion in the utility of toxicity evaluations in the drug development process, and to contribute to a major reduction in the cost of the drug development process.



**Nerve cells derived from  
human iPS cells**



**Electrical activity of nerve cells**

For more information, visit: <https://www.reprocell.com/en/>