



## OMRON Healthcare Appoints Masanori Matsubara as Managing Director to Lead South-East Asia Operations following Frans Velkers' Retirement

For immediate release

Singapore, March 28, 2024: OMRON Healthcare, the Japanese global leader in medical equipment for home health monitoring and treatment, announced today the appointment of a new Managing Director - Masanori Matsubara for its Southeast Asia business operations. This announcement follows the retirement of the entity's previous managing director- Frans Velkers (spearheading the same role since 2018). This change in leadership comes as part of the company's planned succession strategy to ensure a smooth transition and to realize company's continuous growth ambitions for the medical device and services business.



“Masanori is an expert in Health & Physical Education and has been associated with OMRON for more than 14 years. He has led significant functions of the business across varied geographies such as Japan and India. He has an astute understanding of key strategic aspects-sales management, new business development and corporate planning”, said Frans Velkers, the outgoing MD.

*Masanori Matsubara - the new MD*

Few of the notable milestones in his professional journey include significant rise in market share and making OMRON a dominant player in the digital blood pressure monitor and nebulizer market in India; kicking off the digital healthcare business model in India and conceptualization and implementation of many key sales strategy across Japan.

"During his tenure, Frans was able to lead the team successfully with his deep industry knowledge and strategic vision. And now we are confident that Masanori will further strengthen the sturdy foundation created by Frans and drive the company ahead through its next phase of growth," said Andre Van Gils Senior General Manager, Global Sales and Marketing Group HQ, OMRON Healthcare Co., Ltd.



As Managing Director, Masanori will be responsible for overseeing the overall strategic direction of OMRON Healthcare, focusing on driving innovation, improving consumer outcomes, and enhancing operational efficiency. In addition, he will work closely with the executive team to ensure the delivery of high-quality and more accessible solutions to people across Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Bangladesh and Australia.

“I am honored to join the Southeast Asia group as Managing Director and to have the opportunity to work with such a talented team,” said Masanori. “I look forward to building on the strong foundation that has been established by Frans and driving the company further towards its “Going for Zero, Preventive Care for the Health of Society” vision.”

His appointment demonstrates the company's commitment to fostering internal talent and promoting leadership from within the organization. The company remains dedicated to delivering quality solutions in the home healthcare monitoring domain and strengthening its position as a leader in the industry.

The company thanks Frans Velkers - the outgoing Managing Director for his many years of dedicated service and wishes him the best in his future endeavors.



*Frans Velkers- the outgoing MD*



## About OMRON Healthcare

Committed to advance health and empower people worldwide to live life to the fullest, OMRON Healthcare is a global leader in the field of clinically proven, innovative medical equipment for home health monitoring and treatment.

Aiming to realize its vision “Going for Zero, Preventive Care for the Health of Society”, the company develops products and services for cardiovascular condition management, remote patient monitoring, respiratory care, and pain therapy devices. These help healthcare professionals and patients to reduce cerebro-cardiovascular events, aggravation of respiratory diseases and restrictions due to chronic pain.

With well over 350 million units sold globally\*, OMRON provides the world’s most recommended blood pressure monitors by healthcare professionals\*\*. Throughout its history, OMRON Healthcare has been striving to improve lives and contribute to a better society by developing innovations that help people prevent, treat, and manage their medical conditions and provides products and services in over 130 countries\*\*\*.

OMRON Healthcare Group is headquartered in Kyoto, Japan

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*\* Cumulative sales of home-use digital blood pressure monitors worldwide. (as of May 2023)*

*\*\*1 Frost & Sullivan Survey, Blood pressure clinician perception tracker surveys. (November 25, 2019, and U.S. News Staff 2020, U.S. News & World Report, accessed June 9, 2020)*

*\*\* 2 Kantar Health. Survey with cardiologists. (2019)*

*\*\*\* Number of the countries where OMRON products and/or services are available (as of March 2023)*