

THE FUTURE OF SENIOR CARE AND LIVING

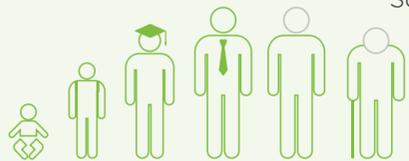
We are living longer on average than just a few decades ago:

76
Years

average Asian life expectancy for those born in 2013¹

20
Years longer

average life expectancy increase in South East Asia since 1960²



Our longer lives bring challenges too. With fewer younger folk to care for their elders, every country in the world needs to think hard about how to care for their ageing populations:

+ 181% **+ 33%** **- 15%**

global over-65 population increase by 2050³

global 15-to-65 population increase by 2050⁴

Fall in working age population in East Asia and parts of Southeast Asia by 2040⁵

Panasonic's Leading Elderly Care Initiatives in Japan



Age-Free House Takarazuka-Nakayama

Panasonic's AGE-FREE House complex provides nursing care services along with small-scale multi-function home care services



Round-the-clock care

On-site staff respond to emergency calls, check on residents' safety, provide living consultation, meals, and front desk services, and change linen.



Secure

The facility is made barrier-free and safety-conscious.



Homely

Small number of residents (capacity: 20+) creates a home-like and peaceful environment



Comprehensive

Overnight care, day-care, and home care services.



Bespoke

Specially designed room layouts and facilities for the elderly including advanced rehabilitation equipment.

Some countries already have significantly older populations:

1/4

proportion of Japanese people over 65⁶

30m

elderly and infirm in Japan care facilities⁷

< than 2m

caregivers to look after them⁸



2022

year when Singapore's 65+ population could surpass 20% of the country's total population⁹



This poses significant challenges. The elderly in South East Asia will have fewer adult children to care for them than the previous generation:

Smart approaches and advanced technology can help provide the care the elderly need. Greater automation and advancements like using robots as carers and companions have made headlines:



24x
potential growth

The global market for carer robots and smart mobility aids and solutions will rise to \$3.7b within 20 years from \$155 million¹⁰



Less well publicised, smart housing designed and suited for the elderly is one of the most important and biggest potential growth areas.

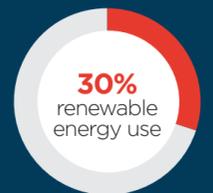
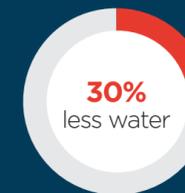
Fujisawa Sustainable Smart Town (FSST)



The 1,000 residence Fujisawa Sustainable Smart Town offers new and innovative ways for the elderly to live out their golden days in a content and fulfilling manner as part of a safe, green community.

It aims to meet the lifestyle expectations of the elderly by integrating with them and their needs seamlessly, involving them fully in the wider community as well as providing the care and security they need.

Fujisawa SST by numbers:



SAFE

A 'virtual' gated town offers peace of mind without walls and fences.

HEALTHY

Dedicated healthcare, wellness and recreation facilities backed up by a smart healthcare ICT system.

COMMUNAL

Residents participate in the community, sharing ideas for better lifestyles, new services and technologies.

1. <http://www.statista.com/statistics/274516/life-expectancy-in-asia/>
 2. <http://www.openpop.org/?p=695>
 3. <http://www.pewglobal.org/2014/01/30/chapter-4-population-change-in-the-u-s-and-the-world-from-1950-to-2050/>
 4. <http://www.pewglobal.org/2014/01/30/chapter-4-population-change-in-the-u-s-and-the-world-from-1950-to-2050/>
 5. <http://www.vancouversun.com/business/asia+pacific+report+east+asia+aging+faster+than+previously+thought/11586639/story.html>
 6. <http://www.japantimes.co.jp/news/2014/04/15/national/japans-population-drops-for-third-straight-year-25-are-elderly/#.VnmVW87n1HO>
 7. <http://magazine.good.is/articles/robots-elder-care-pepper-exoskeletons-japan>
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 9. <http://www.cpaq.org/cpahq/cpadocs/Singapores%20Changing%20Structure.pdf>
 10. <http://www.ft.com/cms/s/0/e98a5d08-4ae1-11e4-839a-00144feab7de.html>