

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Heartseed Selected to Be Featured in U.S. Public Service Announcement (PSA) Series "Breakthroughs™"

- Feature on efforts for severe heart failure to be distributed across the U.S.; Video preview released

TOKYO, JAPAN, September 14, 2026 - Heartseed Inc. (Headquarters: Minato-ku, Tokyo; CEO: Keiichi Fukuda; hereinafter referred to as "Heartseed") hereby announces that it has been selected to be featured in the Breakthroughs™ Public Service Announcement (PSA) series, an educational initiative in the United States designed to communicate important advancements in medicine, science, and technology to public and professional audiences. The segment will be broadcast and distributed across the United States.

■ **Overview of Breakthroughs™ and background of selection**

Breakthroughs™ is a U.S. Public Service Announcement (PSA) series designed to help audiences better understand important advancements in science and medicine. Heartseed was selected for this feature in recognition of its initiatives in cardiac regenerative medicine, which aim to bring novel therapeutic options to severe heart failure—a leading cause of death worldwide.

The feature introduces Heartseed's technologies and the potential of cardiac regenerative medicine, including its proprietary iPS cell-derived cardiomyocyte spheroids and approaches to deliver them directly into damaged heart tissue—translating complex science into a clear and accessible message for patients, families, and healthcare professionals.

Keiichi Fukuda, CEO of Heartseed, stated: "We are deeply honored that our challenge in myocardial regenerative medicine will be showcased across the United States through the 'Breakthroughs™' public service announcement. We are confident that this broadcast will serve as a powerful catalyst in delivering hope to patients worldwide suffering from severe heart failure."

It will be distributed across major news and information environments, healthcare and science media, digital platforms, local television markets in the U.S., and other relevant public-interest channels.

■ **Breakthroughs™ PSA preview**

A preview version of Heartseed's Breakthroughs™ public-service segment will be made available in connection with this announcement, while the final broadcast version proceeds through the network and station distribution cycle.

<https://youtu.be/FrwEjP2UOYM>

About Heartseed

Heartseed Inc. was founded with the aim of realizing cardiac remuscularization therapy, and it was listed on the Tokyo Stock Exchange Growth Market in July 2024 (Stock Code: 219A). Heartseed has proprietary technologies throughout the entire manufacturing process of the cardiomyocyte cell product, including purification, cell delivery and iPS cell production.

To date, the Company has received numerous awards in Japan and internationally, including the Japan Venture Awards 2021 (Minister of Science and Technology Policy Award), the University Venture Awards 2021 (Minister of Education, Culture, Sports, Science and Technology Award), the Asia-Pacific Cell & Gene Therapy Excellence Awards (Most Promising Pipelines Award), the IP BASE AWARD (Startup Category Grand Prize) presented by the Japan Patent Office, the 7th Japan Medical Research and Development Award – Startup Award (January 2025), and the Intellectual Property Achievement Award – Minister of Economy, Trade and Industry Award (April 2025).

For more information, visit heartseed.jp, [LinkedIn](#) and [YouTube](#).

Contact:

Akira Masuda, Head of Strategic Finance and IR Dept., Heartseed Inc.

Email: ir@heartseed.jp