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Harrington Blue & Partners and fermata Inc. Sign Strategic MOU to Advance Women-Led Innovation and Femtech Expansion Across Borders

Harrington Blue & Partners, through its Japan-focused division Looking East, is proud to announce the signing of a strategic Memorandum of Understanding (MOU) with fermata Inc., one of Japan's most innovative pioneers in the femtech and healthtech space. This partnership marks a significant step forward in enhancing visibility, investment, and global collaboration for women-led companies and technologies addressing gender-specific health and wellness challenges.

Founded on a shared commitment to equity, innovation, and global inclusion, this alliance brings together Harrington Blue's global strategic network with fermata's cutting-edge expertise in women's health and well-being. Together, the two organisations will work to:

- Facilitate the international expansion of femtech and healthtech solutions developed by women-led teams;
- Support early-stage and growth companies through strategic consulting, capital access, and cross-border advisory;
- Promote awareness and adoption of inclusive technologies that address underserved health and care needs;
- Champion female entrepreneurship across Asia, Europe, Latin America, and the Middle East.



"This MOU is not just about scaling businesses — it's about scaling visibility, equity, and the transformative power of women-led innovation," said Susana Ecclestone - Founder and CEO of Harrington Blue & Partners. "Our Looking East division is proud to work with fermata to amplify voices, products, and ideas that are reshaping the future of healthcare, inclusivity, and leadership for women worldwide."

fermata Inc., a trailblazer in Japan's femtech movement, has played a critical role in normalizing conversations around women's health in Asia through both technology and public advocacy. With this agreement, fermata strengthens its capacity to engage additional international markets, investors and policy platforms eager for inclusive innovation.

"At fermata, we see inclusive innovation not only as a moral imperative but as a strategic advantage. As global expansion strategies shift from perfect planning to agile readiness, Japan stands out as the ideal launchpad—with its political and economic stability, mature regulatory environment, and high consumer trust. Our collaboration with Harrington Blue strengthens our global reach and positions fermata as a key gateway for transformative, women-led innovation entering Japan and the wider Asia-Pacific region
— Amina Sugimoto, DrPH, Founder & CEO, fermata Inc.

This collaboration reinforces Harrington Blue & Partners' mission to foster inclusive investment strategies, cross-cultural partnerships, and opportunities for next-generation entrepreneurs — with a special focus on women in health, ageing, and technology sectors.

For more information:

www.harringtonblue.co.uk

www.fermata-inc.com