



**White Jack Project Phase 6;
M3 consolidates Medcare, Which Provides Lifestyle Improvement Services
~ Expands Services for Health Insurance Associations to fulfill M3's Mission ~**

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/en/>; CEO: Itaru Tanimura; "M3" below) has announced consolidation of Medcare (Headquarters: Tokyo, Japan; URL: <https://www.medcare.jp/>; CEO: Hideyuki Akashi), which provides lifestyle improvement services including statutory specific health guidance, as the sixth phase of the White Jack Project, which is an initiative aimed at maintaining health conditions before the onset of disease.

In addition to "treatment after the onset of disease," which has been the M3 Group's main business domain and in which it has developed many services, the Group is promoting initiatives aimed at realizing its mission, "making use of the Internet to increase, as much as possible, the number of people who can live longer and healthier lives, and to reduce, as much as possible, the amount of unnecessary medical costs" by expanding its focus to the field of preventive medicine.

Background

Through an innovative, optimized mix of therapeutic and preventive measures, Medcare leads to realize an ideal efficient society and healthcare system. Since its establishment in 2015, Medcare has been providing statutory specific health guidance and outpatient smoking cessation services. It has more than 300 health insurance association clients, and its strengths include services that can be completed online, and a proven track record of improving lifestyle and health check results.

Expected Synergies

(1) Synergy with Evidence Based Health Score ("EBHS", below)

By linking with EBHS, a service that can predict life expectancy from checkup results and calculate health indices compared to the Japanese average based on tens of thousands of people's health-related data and reviews of more than 3,000 articles, it is now possible not only to visualize employee health issues but also enable to take specific actions to address them.

(2) Expanding service offerings and cross-selling to corporate clients/health insurance associations

While the M3 Group has been able to provide a full range of services, from statutory health checkups to the selection of industrial physicians and health management-related

welfare services, now that Medicare has joined the group, it will also be able to provide services to many health insurance associations. The Group companies will conduct sales activities for each other's clients, increase the number of services provided per client, including health insurance associations, and promote efforts to improve the healthy life expectancy of the employees of client companies.

Overview of Medicare

Location: Tokyo, Japan

URL: <https://www.medicare.jp/>

CEO: Hideyuki Akashi

Business: Statutory specific health guidance / outpatient smoking cessation services / preventive services for serious illness, etc.