$\Lambda\!\!\sim$ M3, Inc.

M3 Acquires Manthan's Healthcare Market Research Business

~ Fortification of Client Base, Physician Panel, and Operations in N. America and Europe out of India~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; "M3," below), has acquired the healthcare market research business unit covering North America, Europe, and Asia Pacific, from Manthan Software Services Pvt. Ltd. (Headquarters: Bengaluru, India; "Manthan," below), with operations located in India.

Background

The M3 group operates in the U.S., Asia, and Europe with over 5.8 million physician members globally via its websites which include mdlinx.com, m3.com, research.m3.com, doctors.net.uk, medigate.net, medlive.cn, and m3india.in, providing services to healthcare and the life sciences industry.   The M3 group is actively expanding its global footprint in the U.S., U.K., France, China, Korea, and India, providing marketing solutions for pharmaceutical companies, market research services, and job placement services for physicians.   More recent business expansions have been in areas such as AI diagnostics tool development, genome diagnostics provision, and stroke rehabilitation centers.

Manthan is headquartered in Bengaluru, with centers in the U.S., Singapore, and Dubai, and utilizes sophisticated AI analytic applications to offer information and analysis regarding consumers and market trends towards corporates across the globe.

M3 has acquired Manthan's healthcare market research business (post-acquisition brand name: "m360 Research"), a unique division within Manthan's operations serving as a global research partner for corporates in the life sciences industry.   This business division provides market research services that leverage India's innovative IT technologies and its global community of over one million physicians* across more than 30 countries with concentration in the U.S. and Europe.

Expected Synergies between M3 Global Research and m360 Research

➤ Market Research Business Expansion
  - Cross-sell between both customer bases of M3 Global Research and m360 Research
  - Fortification of physician memberships and member engagement in areas covered by m360 Research's global panel of over one million physicians* ("m-panels"), especially concentrated in areas such as the U.S. and Canada

➤ Integration of Innovative IT Services and High-Quality Offshore Operations from India
  - Enhancement of competitive strength of the entire M3 Global Research business through global utilization of India's efficient offshore operations
  - Utilization of m360 Research's physician-facing IT applications and client-facing analytic tools developed and offered out of India

　　Furthermore, M3 will leverage the synergies from this acquisition to strengthen services provided by the M3 Group in India, as well as expanding India's IT technologies and efficient offshore operations globally going forward.
　＊Total physician membership numbers include members of affiliates

< m360 Research's Physician Panel: "m-panels" >

■ **Acquired Business Overview**
　Name: m360 Research
　Established: 2003
　Headquarters: Bengaluru, India
　Employees: approx. 110
　CEO: Mohit Kataria
　Service URL: https://www.m-panels.com/