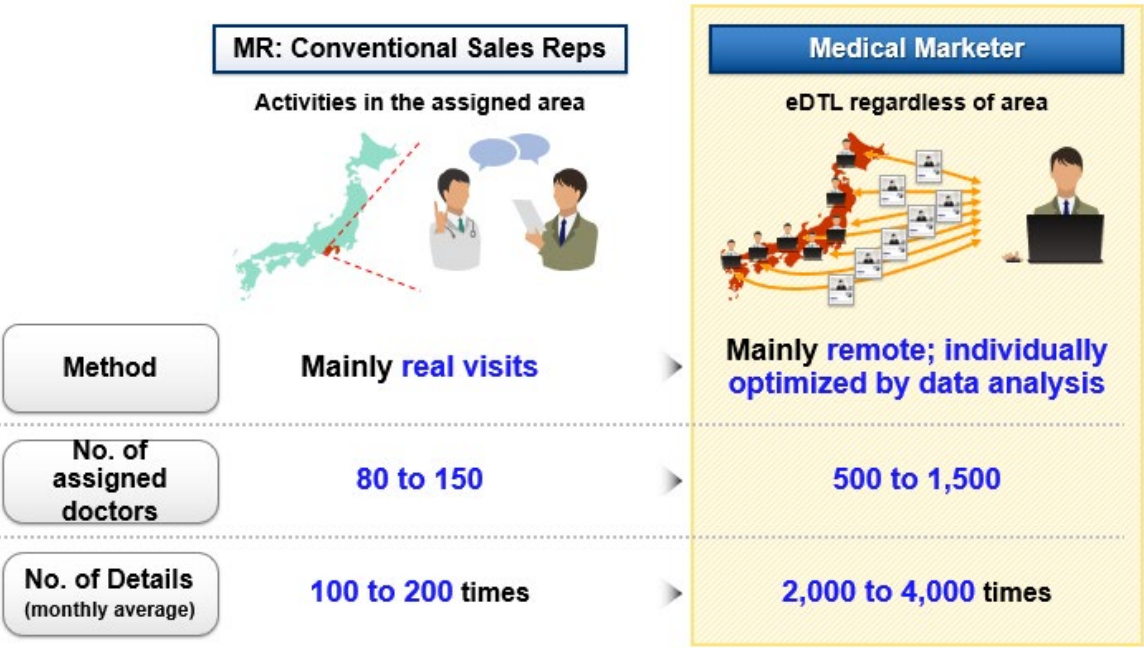


**“Medical Marketer” Service Tops Adoption by Over 100 Drugs**  
 ~ “Remote x Data x Personnel Pharma” Sales and Marketing Productivity Support Service ~

M3, Inc. (Headquarter: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3,” below) has announced that “Medical Marketer” (“MM,” below) and the “Medical Marketer Platform” (“MMP,” below) a sales and marketing support service for pharmaceuticals and medical device manufacturers, has been adopted by more than a cumulative of 100 drugs.

MMs are M3’s sales representatives equipped with digital tools and a thorough understanding of analysis and remote detailing. One MM communicates with 500 ~ 1,500 doctors, making full use of text messages and web meeting tools on “m3.com.” m3.com is a dedicated platform for healthcare professionals which holds memberships of 300,000 doctors. It is not a standard information provision. Through analysis of big data regarding M3’s physician members, MMs are able to improve detailing tactics speedily to create high impact on prescriptions by actioning individually optimized 2-way communication. Productivity of MRs are overwhelming compared to conventional MR activities – 10 fold in coverage of doctors with 10 to 20 times the detailing amount.

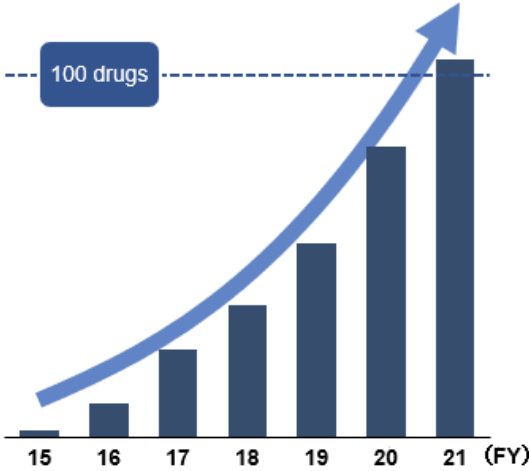
**Comparison of Conventional MRs and Medical Marketers**


MM and MMP usage has expanded significantly every year after the service launch and it has been introduced to cover a cumulative of 50 companies exceeding 100 drug. Services are used by a variety of clients, including domestic/foreign companies in different sizes. Further, it is being utilized across various drugs, from primary care to specialty areas such as oncology and orphan therapy areas as well as new, and late stage drugs.

## Expansion and Specialty Development of MM/MMP Projects

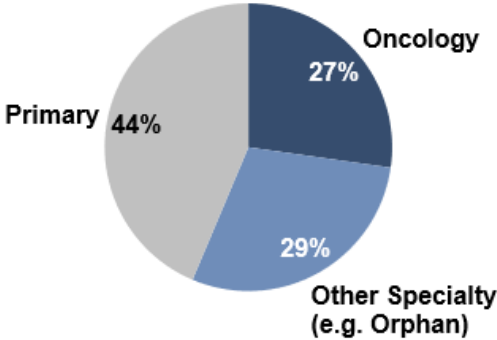
**Cumulative Number of Drugs Using MM/MMP Services**

※For FY21, as of July 2021



**Breakdown of Drugs by Specialty**

※Projects in play as of July 2021



Furthermore, COVID has impacted a strong movement towards fortification of remote detailing personnel by pharma companies. Due to this backdrop, MMP, which assists in replicating the productivity of M3’s MMs for the internal sales representatives of pharma companies, has been rapidly expanding, with the number of projects growing six-fold over the past year. M3’s other service, myMR-kun, is also provided as a service to promote DX of all pharmaceutical sales reps (utilized by over 30 companies) has strong affinity with MMP, with the combination of both creating a dedicated and comprehensive remote detailing structure. More pharma companies are utilizing both services, with largely 3 usage patterns:

- (1) **Product axis:** Allocate MR (geared with myMR-kun) resources to new drugs. Suppress revenue decrease of drugs in late stages efficiently with MMP.
- (2) **Physician axis:** Allocate MRs (geared with myMR-kun) resources to core target doctors. For other doctors, proceed with communication upon determination of targeting priority via MMP data analysis
- (3) **Usage axis:** For the same target doctors, MMP to initially handle the initial sales pitch, then escalate to MRs (geared with my MR-kun) in the field sales team

We have received the following comments from management of companies that have implemented MM projects:

■ **Mr. Torsten Kanisch**

Executive Officer

Vice President, Commercial Excellence

AstraZeneca K.K.

*“As face to face appointments with HCPs have become more difficult due to the spread of COVID-19, the Medical Marketer (MM) solution enables us to immediately engage with a broad HCP audience and provide relevant information flexibly according to our customers’ needs.*

*Moreover, MMs effectively connect with in-field MRs to create follow through and conversation continuity.*

*We consider MM as one of our key solutions in digital transformation of our promotional activities.”*

■ **Mr. Kei Bamba**

Executive director

Head of Specialty Care Business Unit, Corporate Officer

Amgen K.K.

*“Under the covid-19 environment, the application of digital channel is becoming more important for customer engagement. In order to achieve our corporate mission “To Serve Patients” and to improve patients’ outcome, it has been already obvious that we need to construct new customer engagement model connecting offline and online seamlessly including this solution (Medical Marketer). Furthermore, we are thinking that a new phase has already arrived where the quality, that is, effectiveness and efficiency, should be an issue.”*

M3 will continue to evolve and promote usage of internet-based digitalization services starting with MM and MMP, to support the DX of sales and marketing which is currently one of the highest priorities for pharmaceutical companies, and ultimately contribute to the structural transformation of the pharmaceutical industry.