

**M3 Launches “White-Jack Project,” an Initiative in the Field of Preventive Medicine
~ Acquiring Health Checkup Service Provider, Happiness-i, as Project Phase1 ~**

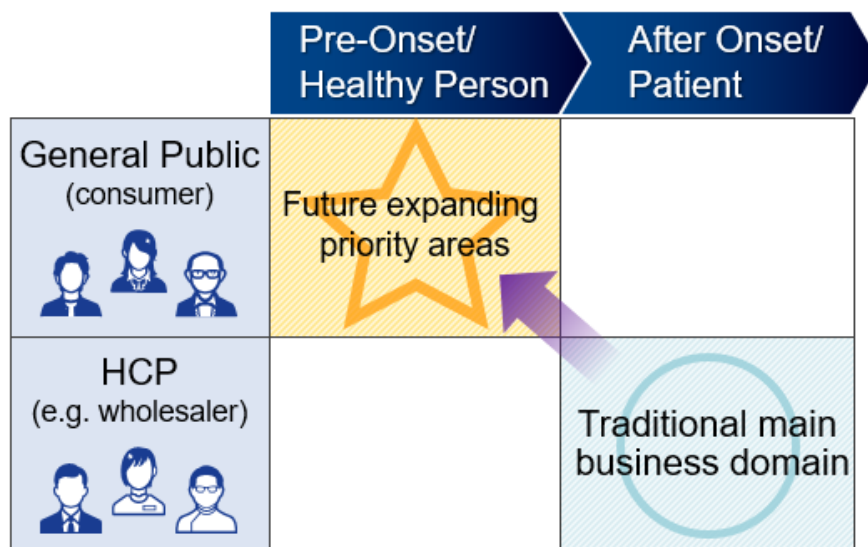
M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3” below) has announced the launch of “White-Jack Project,” an initiative in the field of preventive medicine to maintain good health from the pre-onset stage of disease, and its acquisition of Happiness-i, the health checkup service provider, as the project phase 1.

M3 has been providing a wide range of services regarding treatment after the onset of disease as its main business domain. In addition to this, it expands its main domain to the area of preventive medicine, which will further proceed 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.”

■ **“White-Jack Project” and future initiatives**

National medical care expenditure in Japan averaged 42 trillion yen¹ in FY2016-2020, and has been increasing at a faster pace than the country's overall economic growth. Reducing medical care expenditure is an issue of great social demand, and that it is essential to work towards lowering the cost of necessary healthcare itself.

M3 now expands its main domain to the area of preventive medicine, referring to this entire project as the “White-Jack Project” around the group, in addition to the area of “treatment after the onset of disease” as its conventional main business domain, and plan to develop and promote various measures. The aim is to realize M3's mission from a more upstream stage by not only “treating illness after it has occurred,” but also “preventing illness from occurring in the first place as much as possible.”



¹ Ministry of Health, Labour and Welfare, “Survey on the Trend of Medical Care Expenditures”, 2020

■ About Happiness-i

As the first step of the "White Jack Project," M3 has acquired Happiness-i, which provides health checkup services. Since its founding in 1985, Happiness-i has supported the health of working people by providing "total health care services for the body and mind" with the aim of realizing a society in which everyone can live with vitality. In its mainstay health check-up business, Happiness-i provides total coordination, from introductions to more than 500 partner medical institutions nationwide in response to corporate requests, to coordination of health check-ups (appointments for medical examinations) and processing of results. In addition, the employee health management cloud service "Happiness Partners" can centrally manage the results of health checks for all employees, as well as the results of stress checkup and interviews with doctors, and is used as an infrastructure tool for implementing health management.

■ Expected Synergies

i. Collaboration with M3 Patient Support Program ("M3PSP" below)

Jointly with M3PSP, a medical support service for corporate employees and their families, conduct sales activities to mutual customers and increase the number of services offered per company. The acquisition of Happiness-i will enable the provision of a full line-up of services, from statutory medical check-ups to employee benefit services that contribute to health management.

ii. Developing new services in collaboration with the M3 Group

The number of employees who have undergone health check-ups through Happiness-i is 460,000 nationwide. By combining health check-up data with the assets of the M3 Group, we will not only visualise the state of health, but also promote initiatives to extend the healthy lifespan of employees.

The M3 Group will continue to make a social impact and contribute to solving medical issues under its mission to "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."

■ Overview of the acquisition

Company Name: Happiness-i Co.,LTD

Established: July 1985

Headquarters: Kyoto, Japan

URL: <https://www.happiness-i.co.jp/>

Representative Director and President: Hideki Tomita

Business: Health check, Stress check, Occupational health service, Mental health service, Employee Health Management Cloud service and more