



**M3 Acquires pharma-insight GmbH in Germany**

~ M3 Continues to Strengthen Capabilities and Panel with German Acquisition ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3” below) has announced the acquisition via its subsidiary M3 Global Research, of pharma-insight GMBH (Headquarters: Hilden, Germany URL: <https://www.pharma-insight.com/>; “pharma-insight,” below), which delivers a comprehensive portfolio of market research services to the life sciences industry, including access to their dedicated healthcare panel, the addition of which further strengthens M3’s world’s largest proprietary healthcare professional panel.

Pharma-insight works closely with target groups across the life sciences and healthcare industries, offering services complementing a full range of qualitative and quantitative methodologies. Their in-depth market knowledge and consultancy offers new perspectives and approaches for their significant client roster. The acquisition, which follows the recent acquisition of Australia’s Ekas in December 2021, and evidences M3’s strategy for aggressive global growth, further strengthens M3’s European presence, with pharma-insight’s dedicated German call center, and coverage in Germany, UK, France, Denmark, Netherlands, Norway, Austria, Italy, Poland, Switzerland, Spain, and Czech Republic, alongside M3’s capabilities in US, Canada, Brazil, China, Japan, and South Korea.

M3 Global Research

M3-operated M3 Global Research provides healthcare market research fieldwork, powered by the world’s largest proprietary provider panel of verified healthcare professionals, covering 27 countries. Offering a comprehensive portfolio of qualitative and quantitative methodologies, our ISO 20252 and ISO 27001 certifications underpin our focus on compliance and high-quality data.

pharma-insight

Founded in 2003 by the Baus family, and headquartered in Hilden, Germany, pharma-insight continues under the stewardship of co-founder Gabi Baus and the team, with Guido Baus supporting the integration of pharma-insight into the M3 family as a consultant. Their extensive healthcare research experience has fostered a culture of excellence in delivery, underpinned by strong social commitments and philanthropy, with their support of Wunsch Dir Was e.V., a non-profit organization supporting chronically and seriously ill children and young adults nationwide.

### M3, Inc.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 300,000+ physician members in Japan. Presence outside of Japan includes the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 6 million physicians as members across its global platforms. This allows provision of services including marketing support, marketing research, and job placement support that leverage the platform's powerful value as a media channel.

### **Overview**

Company: pharma-insight GmbH

Established: 2003

Headquarters: Hilden, Germany

URL: <https://www.pharma-insight.com/>

Managing Director: Gabriele Baus, Guido Baus

Business: healthcare-focused market research provider in Germany