

Acquisition of Kantar's Two Healthcare Research Divisions

- Supplemental Material -

June 9, 2023



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Furthermore, information and data other than those concerning the Company and its subsidiaries/affiliates are quoted from public information, and the Company has not verified and will not warrant its accuracy or dependency.

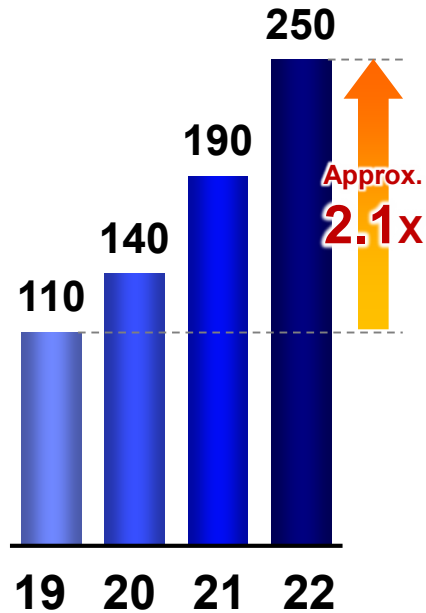
M3, Inc.

Overseas: New M&A for Business Intelligence

Unit: JPY 100MM

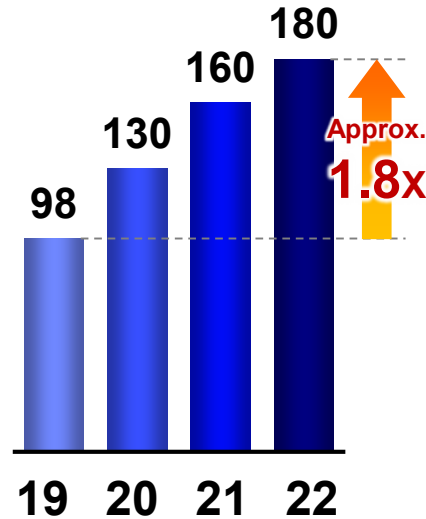
Service for Doctors

(Platform for doctors in North America, Europe, and Asia and EHR)



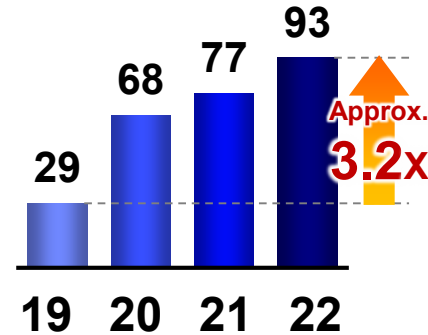
Business Intelligence

(M3 Global Research: Expanding in North America, Europe, and Asia)



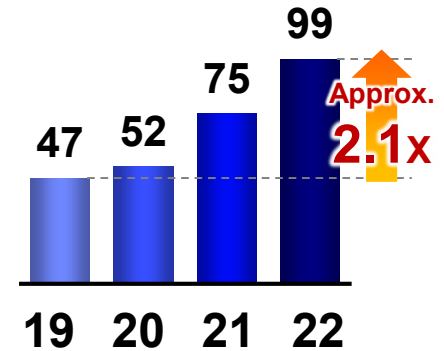
Clinical Trials

(Clinical Trials sites in North America, growing into one of the top 5 companies in the US)



Career for Doctors

(Human resources business centered on doctors in North America and Europe)



 Further enhance the M3 Group's physician panel expand the lineup of market research services in the Business Intelligence field

Kantar's Two Healthcare Research Divisions

Kantar Profiles – Health

Location: New Jersey, US, and London, UK

Business: Global healthcare professional panel services

- Global panel of 144,000+ verified Healthcare professionals, primarily focused on the US and EU
- Worldwide clients including research agencies, consulting firms, pharmaceutical companies, etc.

Kantar Media Healthcare Research

Location: New York, US

Business: Research services for the US healthcare industry

- Syndicated data and research reports on consumer behavior and media usage trends among patients and healthcare professionals in the US, provided by a subscription model
- Used heavily by healthcare advertising agencies, medical media companies, and life science companies as an industry standard



Location: US, UK, Germany, France, Sweden, Japan, India, Australia

- Qualitative and quantitative research service centered on custom research by leveraging M3 Group's 6 million global physician panel
- Market leader in the healthcare research

Expected Synergies: Kantar Profiles – Health

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Expected Synergies

- Enhancement of global healthcare professional research panel and capability
- Cost synergy from reducing outsourcing costs by utilizing each other's panel

Expected Synergies: Kantar Media Healthcare Research

Expected Synergies

- **Business expansion into syndicated research business as a new service offering for M3 Global Research**

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Location: New York, US

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Location: US, UK, Germany, France, Sweden, Japan, India, Australia

- **Qualitative and quantitative research service centered on custom research by leveraging M3 Group's 6 million global physician panel**
- **Market leader in the healthcare research**