



Launch of "Patient Centricity Promotion Center"
~ Patient-centric Drug Development by Mediscience Planning and QLife ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced that "Patient Centricity Promotion Center" will be launched to promote patient-centric drug development more strongly in Japan, through its subsidiaries, Mediscience Planning Inc. (Chairman and CEO: Akinori Urae; "MPI" below) and QLife, Inc. (CEO: Kazunori Aruse; "QLife" below).

MPI is a leading CRO that has been providing one-stop services to its clients, covering regulatory affairs consulting, monitoring, DM statistical analysis, post marketing surveillance, and medical image analysis. MPI is involved in the highest number of international collaborative studies in Japan, with a large number of preferred contracts spanning across Phase I to Phase IV and provides high value-added services (such as Mr. Finder) that only M3 group can provide.

QLife operates several media platforms, each of which specializes in specific disease areas such as oncology and genetic diseases, developing a patient recruitment business for various disease areas with volunteer clinical trial members.

In recent years, the concept of "patient-centric drug development" has become widespread in Japan, Europe, and the United States, and there is a growing momentum among patients, pharmaceutical companies, and other stakeholders to reflect the voices of patients in drug development. Although the concept of patient centricity has been practiced for some time, especially in foreign-based companies, its frequency and scope are expanding due to the progress of personalized medicine. By utilizing the patients' own experiences in drug development, it is expected that new perspectives and values will be created, such as the formulation of protocols that are easier to participate in.

On the other hand, past drug development procedures required many pharmaceutical companies and stakeholders to go through medical professionals to obtain patient' voices. In addition, the environment did not allow for effective utilization of such patient information. As a result, patient-centric drug development in Japan had lagged behind Europe and the United States.

In light of this background, the "Patient Centricity Promotion Center" newly established at QLife, will utilize the database of subscribers to Japan's largest disease -specific media along with clinical trial volunteer members to discover unmet medical needs in order to obtain insight for protocol formulation.

MPI will collaborate with the Center by comprehensively utilizing the knowledge gained from the

Center and optimal digital services, to meet the needs of those involved in drug development especially in the fields of oncology and rare diseases where unmet medical needs are particularly high.