



**Joint Development and Distribution Agreement with Fuji Pharma**

**~ Collaboration of Capabilities for End-to-end Solutions ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3," below) and Fuji Pharma Co., Ltd. (Headquarters: Tokyo, Japan; President & CEO: Takayuki Iwai; URL: <https://www.fujipharma.jp/>; "Fuji Pharma" below), has announced an agreement for joint development and distribution of a Estetrol/Drospirenone combination product ("the product," below), to establish a digitally optimized distribution structure upon its approval for manufacturing and distribution.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 290,000+ members, equivalent to over 90% of all physicians in Japan, and offers marketing support services to pharmaceutical companies.

Within the clinical trial field, M3 provides patient and site recruitment support services such as "Mr. Finder," and utilizes the internet to support efficient clinical trial execution through the group's CROs<sup>\*1</sup> and SMOs<sup>\*2</sup>.

In addition, recent "7P Projects" initiatives have expanded outside of pharmaceutical marketing to integrate M3 group businesses in providing holistic solutions across multiple issues within individual therapeutic areas.

Fuji Pharma manufactures and develops new compounds, generic pharmaceuticals, and biologics, with strengths in women's health and acute care therapy areas.

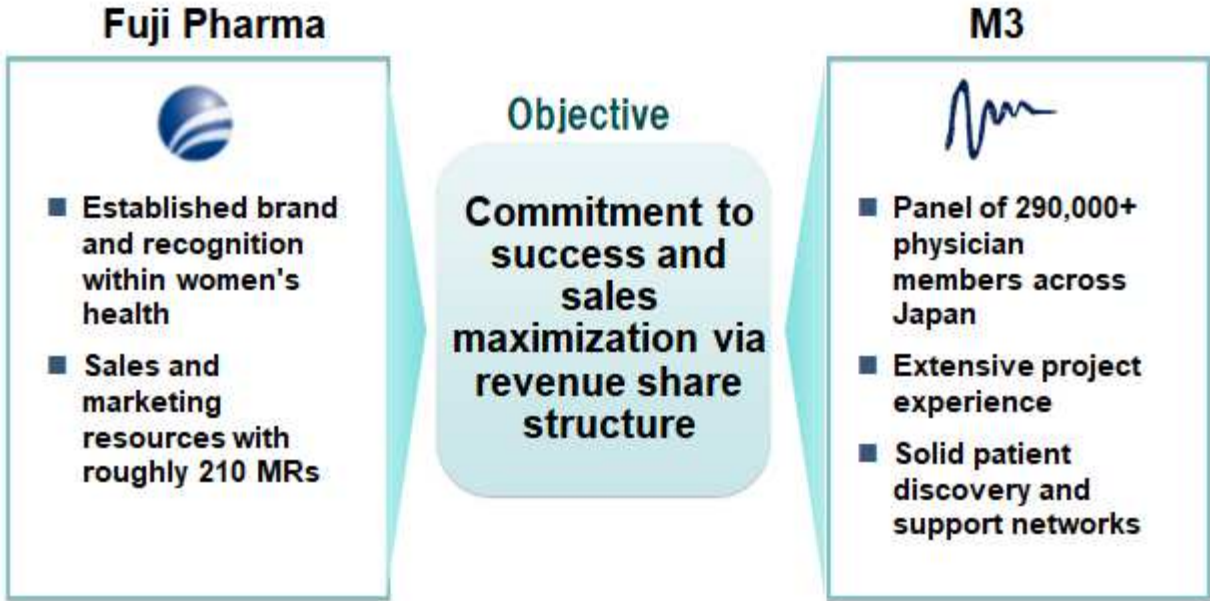
Their 2030 vision of "Contributing to well-being\* of women in the world," "Expanding our business to Global Market from Toyama," and "Integrating the world's happiest company and social contribution," are focal points aimed to support "the healthy lives of people by supplying outstanding pharmaceuticals."

The collaboration will combine M3's group resources to provide end-to-end support, from the development stage to post commercialization marketing.

M3 will partially fund the development (up to 1.5 billion yen) of the product, as well as provide clinical trial services and regulatory consult led by M3's subsidiary Mediscience Planning, Inc. for a coordinated and efficient development process.

Post launch, M3 will add value through comprehensive upstream to downstream distribution strategy development within in a revenue share structure, that utilize various promotional services such as MR-kun and Webinars, insights from m3.com physician members, and big data.

Furthermore, the “7P Projects” framework can be applied to therapy areas such as women’s health, which is integral for the social advancement and improvement in quality of life for women. M3 group’s unique services will be combined to offer solutions not only limited to marketing of the product, but that encompass the entire patient journey, such as disease awareness and proper diagnosis.



\*1: Contract Research Organization

\*2: Site Management Organization