



**M3 Acquires Messly, Leading Physician Recruiting Platform in the U.K.
~ Strengthening M3 Group's Ability to Address Staffing Shortages ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>; "M3" below) has announced the acquisition of Messly (Company name as of the acquisition: Berdroot Developments Limited / Current: Messly Limited¹; Headquarters: London, United Kingdom; URL: <https://www.messly.com/>; "Messly" below), a leading physician recruiting platform company in the U.K.

■ **Background and Overview of the Acquisition**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare-related information to its 320,000+ 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 6.5 million physicians across its global platforms. This allows delivery of services including marketing support, marketing research, and job placement support that leverage the platform's value as a media channel.

Messly is a leading recruiting marketplace platform for U.K. doctors and recruiting agencies. It connects doctors to the entire locum job market with technology-led services, and gives recruitment agencies a convenient way to find quality, pre-screened candidates.

Messly is a popular service among the U.K. training doctors and about 70% of them register with Messly. There is an increasing trend for training doctors to participate in locum jobs and Messly's solution will increase the overall workforce capacity in the U.K. by providing more flexible options to these doctors.

■ **Expected Synergies**

This acquisition will strengthen M3's position in providing solutions for the doctor shortages in the U.K. Together with its other M3 group companies in the U.K., Remedium (an international physician recruiting company) and Rotamaster (a rostering and workforce management software for medical institutions), M3 aims to answer the staff shortage issues in NHS.

Messly Overview

Company name¹: Messly Limited

Established: 2017

Headquarters: London, United Kingdom

URL: <https://www.messly.com/>

CEO: Christopher Kurwie

Business: Physician recruiting platform

Note 1: The company was renamed from Berdroot Developments Limited to Messly Limited post completion of the transaction.

<Messly App and its contents/tools>

