



M3 to Acquire Logic Inc.

~ Digital Transformation of Home Medical Care via SaaS for Nursing Care Facilities ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced the acquisition of Logic Inc. (Headquarters: Ishikawa, Japan; CEO: Hisashi Wadamori; URL: <https://logic-is.co.jp/>; "Logic" below) as of April 1, 2022.

■ **Background**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 300,000+ physician members in Japan, and offers marketing and clinical trial services. In addition to the digital transformation of medical environment through M3AI, a platform that offers various AI medical imaging diagnostics, M3 also promotes the digital transformation of medical institutions through DigikarSmart and M3 DigiKar.

Logic is developing a unique SaaS model for nursing care facilities that makes the future of nursing and medical care more enjoyable and enriching by utilizing smartphones and Near Field Communication.

The main product, "Care-wing," a business support SaaS for nursing care facilities, allow helpers to ascertain their daily tasks by simply scanning their smartphones over IC tags, and to create nursing care records of content and time of service without the need for text input. Care-Wing has seen rapid adoption in recent years due to its user-friendliness even for older care providers, as well as its ability to provide ICT driven operational efficiency improvement while preventing misconduct.

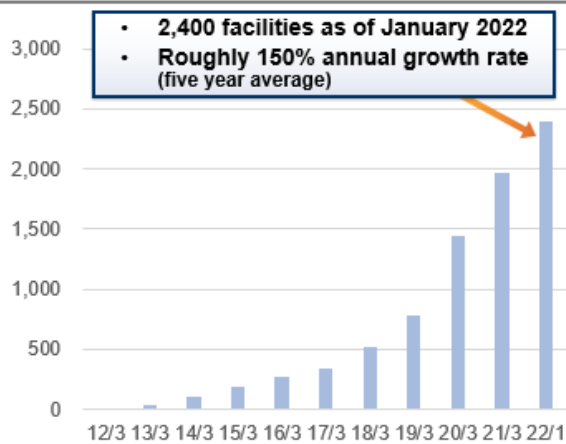
■ **Expected Synergies**

Through this initiative, M3 Group will further promote digital transformation of home medical care. Care-wing has been highly evaluated by nursing care facilities, and is currently being used across roughly 2,400 facilities. On the other hand, it is estimated that about 85-90% of nursing and care facilities still use paper-based systems for nursing care records and other tasks, presenting extensive potential for digital transformation in home medical care.*1

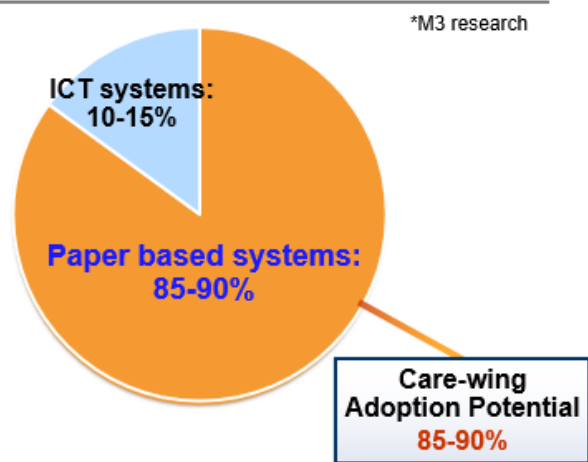
Going forward, we will strive to increase the number of Care-wing users through sales structure fortification supported by M3's network and web-based marketing expertise, and to promote further productivity improvements within the medical field by combining M3's various digital transformation services with Care-wing technology.

*1 See the figure below

Number of Care Facilities Using Care-wing



ICT Usage in Nursing Care Records



■ Company Overview

Logic Inc.

Established: 1995

Headquarters: Ishikawa, Japan

URL: <https://logic-is.co.jp/>

Representative Director and President: Hisashi Wadamori

Business: Development, manufacturing and sales of "Care-wing", business support SaaS for nursing and care facilities