



Vidal Holding France Acquires MonEcho, an AI-Assisted Sonogram Software Company

~ Expansion into Ob-Gyns and Cardiology Therapy Areas in France ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced the acquisition via M3's French subsidiary Vidal Holding France ("Vidal Group," below), of MonEcho S.A.S. (Headquarters: Paris, France; CEO: Baptiste Lebocq; URL: <http://www.monecho-report.com/>; "MonEcho," below), a company specializing in automation software for sonogram reporting for Ob-Gyns required in France.

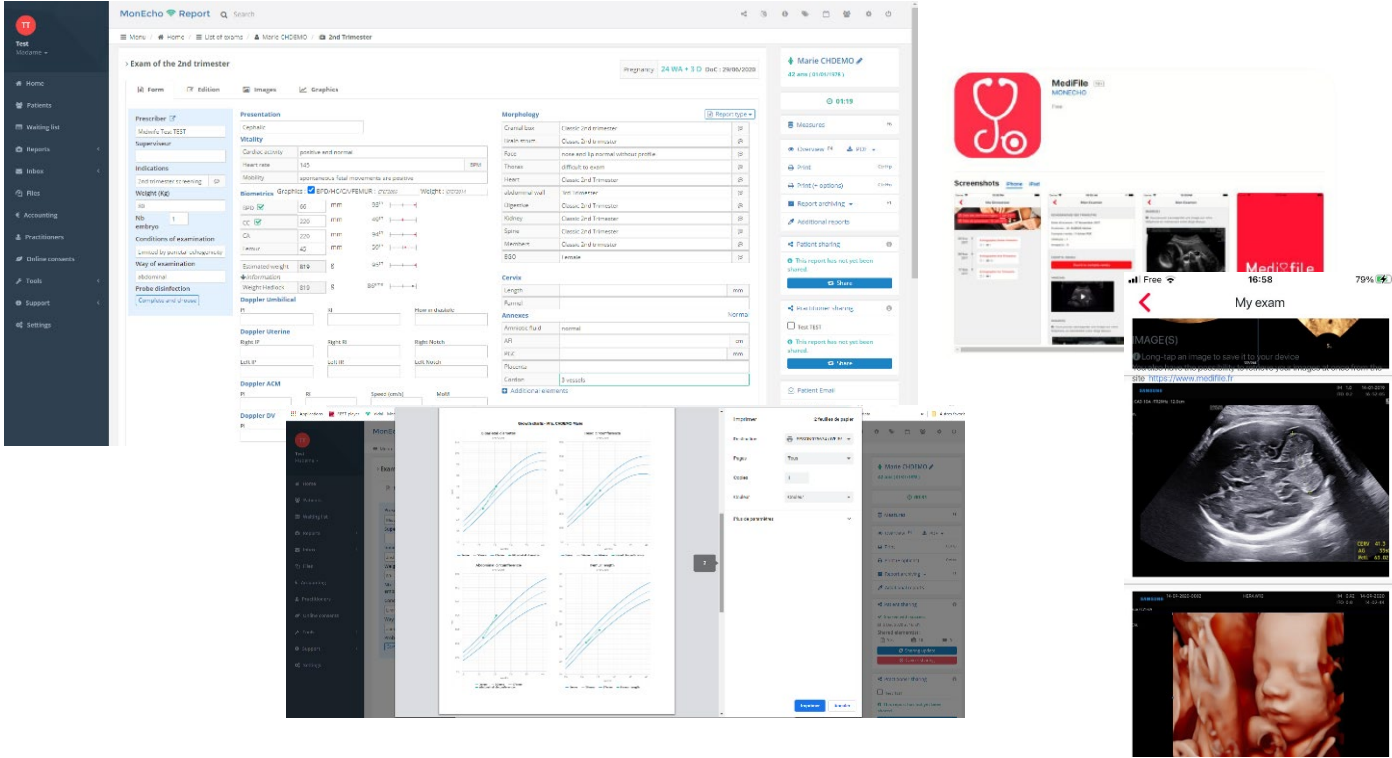
M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 290,000+ physician members in Japan, and offers marketing and clinical trial services. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 6.0 million physicians as members across our global platforms, allows provision of services such as marketing support, marketing research, and job placement support that leverages on the platform's powerful value as a media channel.

In November 2016, M3 made its initial entry into France via VIDAL France, the central entity of the consolidated subsidiary Vidal Group which operates a drug database business across France, Germany, and Spain. The drug database managed by VIDAL France is used by over 150,000 members, covering 75% of the physician population as the largest membership network in France. Weda S.A.S. ("Weda" below), the largest cloud-based electronic health record company for ambulatory care in France, with 50% SaaS EHR market share, was also acquired in September 2019.

MonEcho is a leader in the French market of specialist practice management software destined to Ob-Gyns, and is the editor of MonEcho Report, a solution allowing the generation of computer-assisted sonogram examination reports that are mandatory in France. Easy to follow steps increases convenience, while ensuring high quality that is in line with medical guidelines. The reports can also immediately be shared via the "MediFile" app, allowing patients to readily access their sonogram reports through their phones. The MonEcho system has been rapidly increasing its market share after shifting to a SaaS model in 2018, gaining market share of 10% across Ob-Gyns and 17% across birth attendants in France, with an extremely high 97% client retention rate. In 2020, MonEcho further expanded its service line up to cover the cardiology therapy area.

This acquisition marks a further expansion of M3's French operations. The EHR and its periphery businesses are areas with expansion potential in France, and MonEcho is one step within that process. Future initiatives include integration of services that combine the clinical decision support systems and the physician network operated by VIDAL France, and the prescription modules housed by Weda, along with MonEcho's automated reporting software, for a one-stop user experience provision, along with upselling of MonEcho to Vidal and Weda client bases to support further expansion of the network.

■ MonEcho Sonogram Exam Report and MediFile App Screenshot



- MonEcho Overview
 - Established: March, 2009
 - Headquarters: Paris, France
 - URL: <http://www.monecho-report.com/>
 - CEO: Baptiste Lebocq
 - Business: SaaS electronic health record, system development and distribution