



M3 Acquires Ekas Marketing in Australia

~ M3 Continues Expansion of Global Physician Coverage with Australian Acquisition ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced the acquisition via M3's European subsidiary M3 Medical Holdings, of Ekas Marketing (Headquarters: Sydney, Australia URL: <https://www.ekas.com.au/> "Ekas," below), a leading market research provider for healthcare professionals in Australia.

Australia-based Ekas is a market leader with the largest validated market research panel, covering over 30% of healthcare professional members in Australia. Not only does Ekas expand M3's coverage of healthcare professionals to Australia, but also augments M3's ability to deliver global projects in a more effective manner, and the combined global coverage also delivers on a commitment to offer 24/7 service delivery for their partners. Ekas will work closely with M3 Global Research, a global leader of fieldwork support for healthcare market research.

M3 Global Research

M3-operated M3 Global Research provides healthcare market research fieldwork, powered by the world's largest proprietary provider panel of verified healthcare professionals, covering 27 countries. Offering a comprehensive portfolio of qualitative and quantitative methodologies, our ISO 20252 and ISO 27001 certifications underpin our focus on compliance and high-quality data.

Ekas Market Research

Headquartered in Sydney, Australia, and founded in 1971, Ekas are proudly Australian, with deep sector knowledge, and vast healthcare experience. Ekas is one of the leading providers of healthcare market research in Australia, with the largest validated HCP panel for market research in the market. Under the leadership of brothers Matthew and Jaxon Thomas, the Ekas team will continue to deliver powerful insights to their roster of leading healthcare global research agencies.

M3, Inc.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 300,000+ 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 over 6 million physicians as members across its global platforms. This allows provision of services including marketing support, marketing research, and job placement support that leverage the platform's powerful value as a media channel.

Overview

Company: **Ekas Pty Ltd**

Established: 1971

Headquarters: Sydney, Australia

URL: <https://www.ekas.com.au/>

Managing Director: Matthew Thomas and Jaxon Thomas

Business: healthcare-focused market research provider, with the leading HCP panel in Australia