



M3 Acquires Stake in pA Medien GmbH to Expand Germany Business Platform

~ Investment in praktischArzt, the Leading Online Physician Recruitment Job Board in Germany ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has acquired a minority stake via M3's European subsidiary M3 Medical Holdings, in pA Medien GmbH, which operates praktischArzt (Headquarters: Mannheim, Germany URL: <http://www.praktischarzt.de> "praktischArzt," below), a specialist online job board for physicians and other healthcare practitioners in Germany.

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. 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 million physicians as members across its global platforms, allowing provision of services such as digital marketing, recruitment support for doctors and other healthcare professionals, and marketing research that leverages on the platform's powerful value as a media channel.

Germany is the largest market for physician recruitment in Europe, with 10,000+ estimated positions open at any given time. Traditionally, this market has been served by paper-based advertisement, however, web-based disruptors which enable faster, more efficient sourcing of talent, are emerging and gaining share against these traditional service providers.

PraktischArzt is the market leader in providing an online job board for physicians in Germany. With well over 1 million monthly users and 2,000 registered employers served, praktischArzt is the leading online specialist recruitment channel for hospitals and other employers of healthcare professionals in Germany. PraktischArzt is one of the most popular websites for doctors and other healthcare professionals across germanophone regions.

Potential Synergies

- **Recruitment Business Expertise within the Healthcare Industry**

praktischArzt will be able to leverage M3 group's expertise in operating recruitment services in Japan, US, Europe, that capitalize on the world's largest physician platform, to synergize with their know-how in Germany

- **Collaboration with Vidal Group within the Rehabilitation Industry**

Vidal Group's extensive network across rehabilitation clinics offer potential for collaboration with praktischArzt for recruitment and staffing service provision and new service development

- **Management Support**

M3's ample experience in management and business development will support the rapid growth of praktischArzt and assist in identifying additional revenue streams

With this investment, M3 expands its capabilities and service offering in Germany, and places itself well for further business expansion across the region.

Company Overview

Company: pA Medien GmbH

Established: 2015

Headquarters: Fischerstraße 42, 68519 Mannheim, Germany

URL: www.praktischArzt.de

Management: Michael Schmitt, Timo Krasko

Business segment: recruiting and job advertising, digital outreach to HCPs and operation of career portals

Company: M3 Medical Holdings Ltd

Established: 2015

Headquarters: 101 Park Drive, Milton, Abingdon, England, OX14 4RY

Director: Aki Tomaru

Business: Provider of market-leading digital healthcare solutions