

**Final Agreement Concluded to Acquire
Kantar's Specialist Healthcare Research Businesses**
~ Expansion of M3's Global Healthcare Panel and Research Services ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en>; "M3" below) has announced the conclusion of a final agreement via its subsidiaries M3 USA Corporation and M3 Medical Holdings LTD, to acquire the following two healthcare research businesses from Kantar Group (Headquarters: London, United Kingdom, URL: <https://www.kantar.com>; "Kantar" below), a global provider of marketing insights and analytics.

- 1) Kantar Profiles – Health
- 2) Kantar Media Healthcare Research ("KMHR" below)

M3, Inc.

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 over 6 million physicians as members across its global platforms. This allows the provision of services including marketing support, marketing research, and job placement support that leverage the platform's powerful value as a media channel.

Kantar Profiles – Health

Kantar Profiles – Health, one of the global physician panel businesses that Kantar owns, provides invaluable insights and data on physicians and healthcare professionals. It has robust coverage especially in the six countries including the U.S., U.K., Germany, France, Italy, and Spain, and has a substantial client base worldwide.

KMHR

KMHR, a U.S. business, excels in collecting data on consumer behavior and media usage trends among patients and healthcare professionals. Renowned for its high-quality information, KMHR is regarded as an industry standard by a variety of healthcare marketing stakeholders, including advertising agencies, medical media, consulting firms, and pharmaceutical companies.

Expected Synergies

This acquisition will further enhance the quality and quantity of the world's most extensive physician panel that M3 owns and expand M3's lineup of healthcare market research services. Kantar Profiles – Health and KMHR are also expected to achieve further growth and operational excellence through the utilization of M3's global physician platform and corporate resources.

Estimated Closing Date

Early July 2023

Kantar Overview

Company: Kantar Group Ltd.

Established: 1992

Headquarters: London, United Kingdom

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

CEO: Chris Jansen

Employees: 26,000

Business: Marketing data and analytics

Kantar Profiles – Health Overview

Location: New Jersey, United States, and London, United Kingdom

Business: Global healthcare professional panel services

KMHR Overview

Location: New York, United States

Business: Research services for the U.S. healthcare industry