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M3, Inc.

M3 Solutions, Inc.

**M3's Subsidiary M3 Solutions to Enter into Capital Alliance with Atmark Inc
Which Develops Automated Human Resources Matching System "arroba"
~Accelerating Staffing Services of Clinic DX Professionals~**

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/en/>; CEO: Itaru Tanimura; "M3" below) has announced its subsidiary, M3 Solutions, Inc. (Headquarters: Tokyo, Japan; URL: <https://m3sol.co.jp/>; CEO: Rie Nakamura; "M3S" below), decided to enter into capital alliance with Atmark Inc (Headquarters: Tokyo, Japan; URL: <https://atm.co.jp/home>; CEO: Shota Mizobe; "Atmark" below), which develops an automated human resources matching system "arroba". Through this capital alliance, Atmark will be an equity-method affiliate of M3S.

Background

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 320,000+ physician members in Japan, and offers marketing and clinical trial services.

Recently, M3 has been expanding its business to clinic DX support services, including the provision of AI-based EHR "M3 DigiKar" as well as "M3 DigiKar Smart", a one-stop cloud service that offers consolidated services to optimize operations in clinics such as appointment managements, consultations and cashless payment in order to improve the productivity across the entire medical processes.

M3S takes the strong lead in this field as part of the M3 Group to maximize the service values to clinics, by providing "M3 DigiKar" and "M3 DigiKar Smart" services with the customer supports after installation, as well as staffing services of clinic DX professionals.

Atmark is a startup aiming to develop a system to organize job information and offer high-precision automated human resources matching services, through providing "arroba α", a job information organizing system specialized for temporary staffing companies, and "arroba β", an evaluation system specialized in the characteristics of job seekers.

Automated matching is emerging in the human resources matching market that is expected to grow, and Atmark has a strong uniqueness specializing in contract staffing.

Through the capital alliance with Atmark, M3S aims to expand its staffing services of clinic DX professionals and launch a reskilling services of clinic DX professionals hand in hand.

Expected Synergies

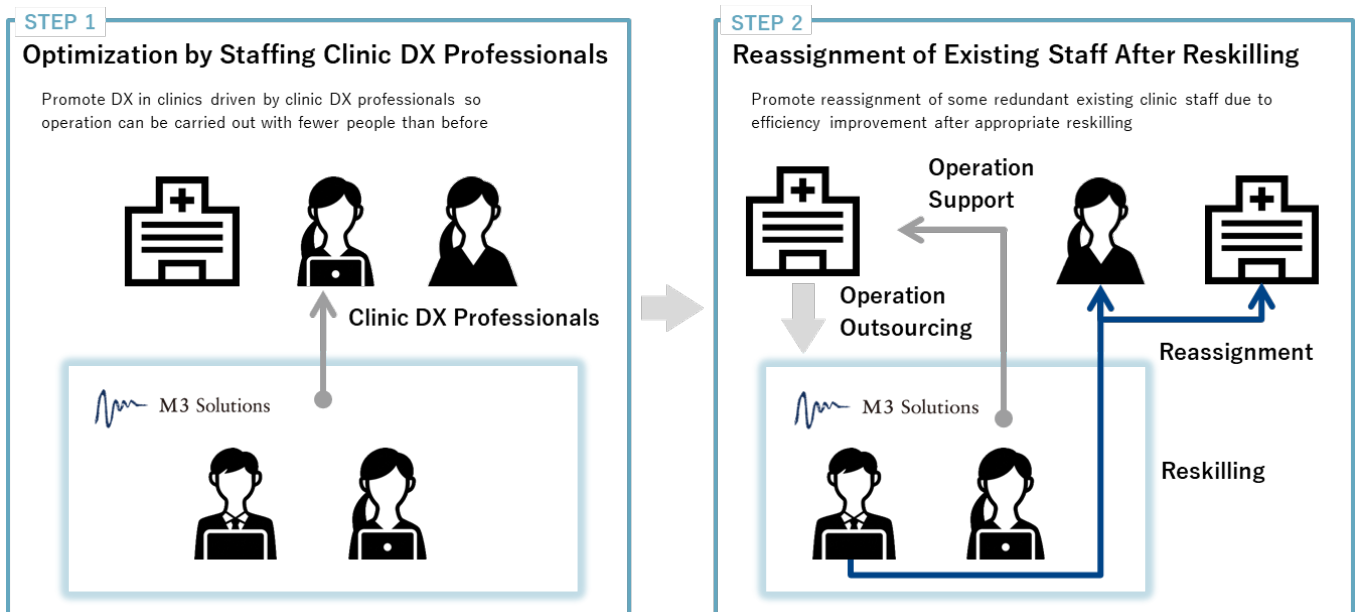
In April 2023, M3S has launched staffing services of clinic DX professionals who are trained to be proficient in the existing services for clinics such as “M3 DigiKar” and “M3 DigiKar Smart”, and introduced it to more than 100 clinics so far.

By leveraging Atmark’s specialized system and expertise for contract staffing service providers, M3S aims to accelerate the productivity improvement of the staffing services of clinic DX professionals.

In addition to the training services of clinic DX professionals, M3S has launched “Clinic DX Academy” in January 2024, to provide clinic DX reskilling opportunities with existing clinic staff. M3S aims to deliver additional values for clinics based on its unique clinic DX reskilling services strengthened through collaboration with Atmark.

The M3 Group aims to continue to provide DX support services and expand its scope to improve productivity across the entire healthcare industry.

Staffing Service of Clinic DX Professionals for Reskilling of Clinic Staff



Overview of Atmark

Location: Tokyo, Japan

CEO: Shota Mizobe

Business:

- Development of sales support system
- Development of staffing support system
- Development of AI matching system