



French CME Provider ERON Santé Becomes Part of VIDAL Group

~ Becoming a Leading Provider of Online Continuing Medical Education ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced its European subsidiary VIDAL Group's the acquisition of ERON Santé SAS (Headquarters: Paris, France; URL: <https://eronsante.com/> ; "ERON Santé," below), which provides continuous professional development programs for healthcare professionals, with more than 10,000 physicians and caregivers trained to date and a catalog of more than 50 online medical and paramedical training courses in France. ERON's panel covers over 70% of physicians practicing in France.

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 includes the U.S., U.K., France, and Asia, with aggressive business expansion overseas that has amassed over 6 million physicians as members across its global platforms. Since its initial entry in 2016 through the acquisition of VIDAL Group, M3 continues to expand its business and operations in France, with several acquisitions including Weda, a cloud-based electronic health record company, in 2019, and MonEcho, an AI-assisted sonogram software company, in 2020.

With this new acquisition, VIDAL Group is pursuing its growth strategy with the ambition to create an ecosystem of digital solutions meeting the needs of healthcare professionals and physicians in their daily practice. As medical knowledge and practice evolves ever more quickly, expectations from healthcare professionals in regards to their ongoing training are rising.

Vincent Bouvier, CEO of VIDAL Group -----

"By integrating ERON Santé, we are expanding our continuing education offerings for healthcare professionals to best meet their needs. In this area, tomorrow's challenge resides in the quality and the reliability of the content. The ambition of VIDAL Group, a reference provider in the area of knowledge and information on healthcare products and therapeutics, is to offer healthcare professionals content that meets their expectations. We will work jointly with the ERON Santé team to develop an offering that is fully aligned with current evolutions in terms of medical practice."

Registered with the ANDPC government agency in France, QUALIOPI and ISO 9001 certified, ERON Santé develops on an ongoing basis, through collaboration with recognized experts in their respective fields, numerous immersive training courses designed as closely as possible to the realities of current professional practice. Its guiding principle: to bring real added value to all healthcare professionals.

Arthur Balme, co-founder of ERON Santé -----

"Recognized for the quality of its teaching, of its staff and for its professionalism, ERON Santé pursues only one objective: to offer training programs that allow healthcare professionals to increase their skills, at their own pace and by optimizing their time, which is precious".

Damien Vert, co-founder of ERON Santé -----

"By joining VIDAL Group, we are expanding the distribution channels for our online training and will collaborate with an editorial team that is expert and demanding, and also close to the needs of our users".

About VIDAL Group

VIDAL Group offers medication information systems, clinical decision support and prescription safety solutions, as well as practice management software, with a goal to participate in the continuous improvement of medical practice. VIDAL disseminates its data and services through all types of digital platforms used by healthcare professionals (medical software, web, mobile). Relying on a multilingual knowledge base, with over 400 employees in France, Germany and Spain, VIDAL Group is a major player in the field of medical information systems providing its solutions in 30 countries. In Europe, they are used by more than 700,000 healthcare professionals and VIDAL contributes to many innovative projects aiming to mitigate risks related to the use of health products. Since 2016, VIDAL Group is part of the M3 group, a global player in digital health and leader in Asia and Japan. M3 is listed on the Tokyo Stock Exchange (2413.T).

Overview

Company: ERON Santé SAS

Established: 2015

Headquarters: Paris, France

URL: <https://eronsante.com/>

Business: Provision of Continuing Medical Education for physicians, physiotherapists, nurses, pharmacists and dentists