

## White Jack Project Phase 5

### Merge of Happiness-i and Rinkai Medical Service

~"M3 Health Design" will play a central role in the White Jack Project ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has decided to merge its wholly-owned subsidiaries Happiness-i Co., LTD and Rinkai Medical Service as the fifth phase of the White Jack Project, an initiative aimed at maintaining health before the onset of disease, and change the company name to M3 Health Design Inc. on March 1, 2023.

#### About 'White Jack Project'

In addition to "treatment after the onset of disease," which has been the Group's main business domain and in which it has developed many services, the Group is promoting initiatives aimed at realising further upstream reductions in healthcare costs, an issue of great social demand, by expanding its focus to the field of preventive medicine. M3 refers to the entire initiative as the 'White Jack Project.'

In the first phase of the project, HAPPINESS-i, which provides health check-up services, and in the second phase of the project, Rinkai Medical Service, which provides assistance and management services for health check-ups, were made subsidiaries. In this fifth phase, the two companies will be integrated and will play a more central role in the White Jack Project.

#### Background to the integration of the two companies and future initiatives

Since its establishment in 1985, HAPPINESS-i has supported the health of working people by providing "total healthcare services for the mind and body." In its mainstay health check-up business, the company provides total coordination, from introductions to more than 500 partner medical institutions nationwide in response to corporate requests, to coordination of health check-up implementation (making appointments to receive check-ups) and processing of results. In addition, the employee health management cloud service, "Happiness Partners," enables centralized management of the results of health check-ups for all employees, and its introduction is accelerating, particularly among large companies.

Rinkai Medical Service has supported the health of workers and promoted preventive medicine through the provision of 'health check-up assistance and management services and ultrasound examinations' since its establishment in 1991.

In addition, the M3 Group offers various services in the field of health management, including EBHS Life, a new approach to health index scores that scientifically predicts the relative life expectancy of each individual using health checks and lifestyle data and quantifies their health status

based on these values; M3PSP, a medical support service for employees of companies and their families; and the M3 Cancer Prevention Programme, which provides companies with programmes to improve basic knowledge about cancer and support for increasing the cancer screening uptake rate.

M3 Health Design K.K. aims to build a system that can provide not only health check-ups and occupational healthcare as required by law, but also a one-stop shop for the M3 Group's various health management-related services, and to play a central role in promoting the White Jack Project within the Group, an initiative aimed at maintaining health from the stage before the onset of illness.

The aim is to use this as an opportunity to further promote the White Jack Project initiative and realise M3's mission from a more upstream level, by going beyond "treating illness after it has occurred" to "preventing illness as much as possible from occurring in the first place."

The M3 Group will continue to promote initiatives that have a social impact and contribute to solving medical issues, based on its mission of "Making use of the Internet to increase, as much as possible, the number of people who can live longer and healthier lives, and to reduce, as much as possible, the amount of unnecessary medical costs."

#### ■ Overview of the merger

Company Name: M3 Health Design

Established: March 2023

Headquarters: Kyoto, Japan

Representative Director: Kazunori Aruse

Business:

- Health check-up business
- Stress check service
- Occupational Health Services
- Employee health management cloud service