



## **M3 Acquires TOWA SANGYO Co., Ltd.**

**~ DX Acceleration in the Medical Device Industry ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3,” below) has acquired all outstanding shares of TOWA SANGYO Co., Ltd. (Headquarters: Osaka, Japan; CEO: Masataka Shirokouji; “TOWA” below).

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 290,000+ members, equivalent to over 90% of physicians in Japan, and offers services such as marketing and clinical trial support towards pharmaceutical clients.

In September 2017, M3 acquired COSMOTEC Co., Ltd., whose business scope includes sales of and consulting for medical devices surrounding cardiac surgery, general surgery, and endovascular repair. In November 2017, M3 also acquired JAMECS, Inc. which specializes in ophthalmology with strength across the Tokyo metropolitan area, and provides comprehensive planning services that integrate both medical equipment trading and consulting. Through such initiatives, M3 continues to accelerate its business expansion into the medical device industry.

With 57 years of experience, TOWA is the largest and one of the oldest trading companies in the Kansai area specializing in ophthalmology. TOWA carries extensive expertise in advanced ophthalmology, and provides a wide range of services, from device distribution to private practice management for ophthalmologists, and has a solid franchise in the Kansai area.

■ Expected synergies from this acquisition:

(1) Expansion of Service Provision Area

The ophthalmology industry has strong local players in each region. TOWA's prominence within the Kansai area will allow M3 to expand into this new territory to provide medical device distribution and private practice support services.

## (2) Digital Transformation

Utilization of M3 Group platform and digital solution resources will enable fortification of online and offline sales and marketing activities as well as private practice management service provision. This will accelerate digital transformation in the medical device industry and value provision for ophthalmologists and other M3 platform members.

### ■ Company Overview

TOWA SANGYO Co., Ltd.

Established: May 1963

Location: Osaka, Japan

URL: <http://www.towa-sangyo.co.jp/>

CEO: Masataka Shirokouji

Business Area: Ophthalmological device distribution, private practice consulting, others