



M3 Acquires MirVracha LCC in Russia
~ Launching Full-Scale Development of Physician Platform Business in Russia ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced the acquisition of MirVracha LCC (Headquarters: Moscow, Russia; CEO: Shotaro Yamamoto; "MirVracha" below), a website provider for healthcare professionals in Russia.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 300,000+ 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 provision of services including marketing support, marketing research, and job placement support that leverage the platform's powerful value as a media channel.

MirVracha operates the medical professional website "МирВрача" with over 400,000 medical professional members, equivalent to roughly 60% of all physicians in Russia, and mainly provides marketing support services for pharmaceutical companies. Since its founding by Shotaro Yamamoto in 2011, MirVracha has focused on building a quality network of healthcare professionals as well as improving content creation capabilities, and is now utilized by major Russian pharmaceutical companies to provide drug and disease information. In 2012, M3 entered into a capital and business alliance that includes the licensing of the MR-kun service, and have since developed a strong relationship with MirVracha through provision of support and know-how surrounding business launches and operations.

M3 has completed the acquisition of MirVracha as a subsidiary, and will leverage its experience and know-how gained through its overseas business development in the United States, Europe, Asia, and other regions. M3 will move forward with the full-scale development of services related to its physician platform in Russia by combining the high-quality network of physicians, medical institutions, and pharmaceutical companies that MirVracha has cultivated in Russia, with M3's expertise in operating websites and various services for healthcare professionals.

■ Website capture of MirVracha



■ Company overview

Limited liability company "MirVracha"

Established: September, 2011

Headquarters: Moscow, Russia

URL: <https://mirvracha.ru/>

Representative Director and President: Shotaro Yamamoto

Business: Provision and operation of website for physicians