



**M3 acquires iDoctus, the leading HCP point-of-care mobile app operator  
in Spain, Mexico and rest of Latin America**

~ Addition of widely used point-of-care app expands M3's presence in key Spanish speaking regions ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced the acquisition of eDoctores Soluciones S.L. (Headquarters: Madrid, Spain URL: <https://public.idoctus.com/>, "iDoctus" below).

M3 is strengthening and growing its global operations with the acquisition of iDoctus, a trusted provider of prescribing information and clinical decision support services to doctors in Spain, Mexico and rest of Latin America. This move strengthens M3's existing activities in the region, as well as complements M3's global footprint.

iDoctus is a Madrid based company and provides the market leading point-of-care mobile app "iDoctus" for physicians in the Spanish language. iDoctus' mission is to provide physicians with an easy to use, up to date, and accurate prescription decision support and clinical reference app for physicians to support better patient care. Its platform provides drug reference information, relevant scientific and clinical updates and disease-specific point-of-care tools such as interaction checkers, dosing calculators and medical scores.

Since its launch in 2011, iDoctus has become one of the most widely used apps for doctors in Spain, Mexico and rest of Latin America, with localized content in 19 countries. iDoctus has approximately 500,000 physician members<sup>1</sup>. Combined with M3's existing position in Vademecum, M3 will be used by over 80% of Spanish physicians.

Aki Tomaru, Board Director of M3, commented: "The addition of iDoctus marks a very significant and important step for M3 in its mission to deliver trusted, useful medical information and services across the world. iDoctus' app-first capability and strong physician user base provides us with an exceptional platform to drive forward innovation, improved efficiency and better outcomes in healthcare in these markets".

"We are thrilled for iDoctus to join forces with M3, the global market leader in digital healthcare. The combination of global scale and broad portfolio of services and competencies of M3 with the services and mobile focus of iDoctus will help us accelerate the development of innovative digital HCP solutions within our footprint and beyond", commented Angel Diaz Alegre, CEO of iDoctus. "This partnership strengthens our commitment to deliver best-in-class scientific content and point-of-care tools to physicians worldwide, deepening our connection to local markets and extending our valuable

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<sup>1</sup> approximately 150K in Spain and 350K in Latin America including Mexico

offering to HCP audiences”.

#### About M3 Inc.:

M3 Inc. operates in Japan, the US, Europe and Asia with around 6 million physician members globally. M3 is a publicly traded company on the Tokyo Stock Exchange (TYO:2413). M3 provides services to healthcare and the life science industry. In addition to pharmaceutical promotion, these services include clinical decision support systems, medical education, market research, clinical research, healthcare recruitment services, and many other services. M3 has offices in more than 10 countries.

#### About iDoctus:

iDoctus is the leading point-of-care platform for health care professionals in Spain, Mexico and rest of Latin America. iDoctus offers specialists and primary care physicians the most robust, usable and localized prescription decision support tools and clinical reference information. It currently serves 500,000 HCPs in 19 countries across 50+ specialties.

### **Overview**

Company: eDoctores Soluciones, S.L.

Established: 2011

Headquarters: Madrid, Spain

URL: <https://public.idoctus.com/>

Managing Director: Angel Diaz Alegre

Business: point-of-care platform provider for health care professionals in Spain, Mexico and rest of Latin America

Angel Diaz Alegre holds an MS in Electrical Engineering from Stanford University and an MBA from the MIT Sloan School of Management. Prior to co-founding iDoctus, he was a partner at global consulting firm McKinsey & Company, where he focused on advising global technology-based companies in Europe, Latin America and the Middle East on Marketing/Sales and Strategy/Transformation projects.

Luis del Cañizo holds an MBA from the MIT Sloan School of Management and MS dual degree in Real Estate Finance and Urban Planning, also from MIT as a Fulbright Scholar. He gained tech-based entrepreneurship experience working internationally for United Technologies Corp., as co-founder of Despegar.com (#1 on-line travel agency in LatAm) and as an asset manager in a New York based Private Equity firm.