

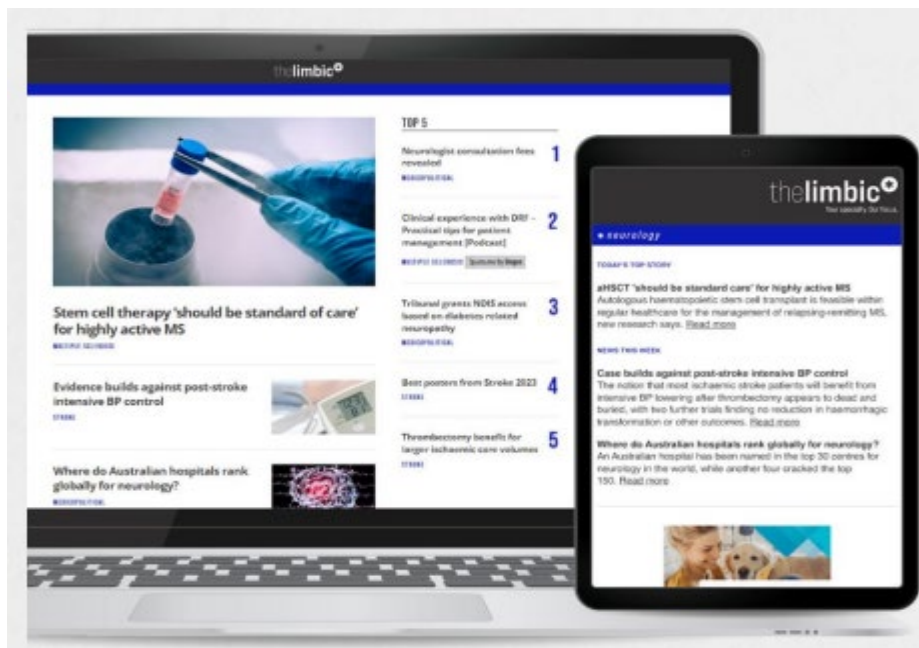
**M3 Acquires Limbic Digital Media, an Australian News and Education Provider**

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/en/>; CEO: Itaru Tanimura, "M3" below) has announced the acquisition of Limbic Digital Media Pty Limited (Headquarters: Sydney, Australia, URL: <https://thelimbic.com/>, "*Limbic*" below), a news website provider covering clinical and medico-political news and education for medical professionals in Australia and the U.K..

*Limbic* provides a leading news platform delivering clinical, medico-political and educational content for medical professionals in Australia and the U.K. with a membership of approximately 23,000 healthcare professionals including around 12,000 physicians. *Limbic* covers 11 specialist areas in Australia, including oncology and haematology, and has recently expanded its coverage to include General Practice. Through expert-led reporting, insightful analysis, and CME-accredited education tailored to each specialist audience, *Limbic* plays a vital role in keeping healthcare professionals informed about the latest medical developments that shape their clinical practice. Its high-quality healthcare professional network, combined with advanced content creation capabilities, enables pharmaceutical clients to execute highly effective marketing strategies.

By increasing the coverage of specialist physicians in Australia and the U.K., M3 can strengthen the capability of market research and physician recruitment businesses in those countries. M3 will enhance the platform of *Limbic* with M3's expertise in operating websites for healthcare professionals, and provide better services to medical professionals and pharmaceutical clients, and also expand its business offerings in Australia.

## Website Capture of *Limbic*



### ***Limbic* Overview**

Company Name: Limbic Digital Media Pty Limited

Established: 2014

Headquarters: Sydney, Australia

Executive Director: John Griffith

Business: Provides clinical and medico-political news and education for medical professionals in Australia and the U.K.