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Capital Alliance with Human Metabolome Technologies

~ Joint Development of Innovative Biomarkers in Effort to Advance Personalized Medicine ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <http://corporate.m3.com/en/>; TSE1 2413; "M3" below) announced a capital alliance with Human Metabolome Technologies Inc. (Headquarters: Yamagata, Japan; CEO: Ryuji Kanno; <http://humanmetabolome.com/en/>; TSE Mothers: 6090; "HMT" below), to advance personalized medicine through the development of innovative biomarkers.

1. Strategic Reasons for the Alliance

M3 provides various services for the 250,000+ physician members via the "m3.com" website designed for medical professionals in Japan, including internet based marketing support for pharmaceutical companies centered around "MR-kun family," along with clinical trial related services centered around "Mr. Finder," which excavates institutions and patient participants for clinical trials. Furthermore, consulting services in research and development of new drugs and medical devices are provided via subsidiaries Integrated Development Associates Co., Ltd. and POC Clinical Research Inc.

HMT is an R&D venture in metabolomics business development, with an innovative analysis technology, CE-MS method^{*1}, at its core. HMT provides capillary electrophoresis mass spectrometry based metabolomics services, aiming to provide complete solutions for metabolomics research in biomarker discovery, drug design, diagnostic technology and food production. Furthermore, by using cutting edge metabolome analytics technology as a platform for their original biomarker development, research, and commercialization, they have discovered an innovative blood biomarker for Depressive Disorder, winning the 9th Japan BioVenture Award in February 2015 (following Peptidream Inc., the 8th Japan BioVenture Award winner.)

Both parties have entered this capital and business alliance in conclusion of the joint objective to advance personalized medicine through the excavation of innovative biomarkers, by utilizing M3's comprehensive resources to maximize the value of HMT's biomarker development platform.

*1 CE-MS method: An analysis method developed in 2002 by Tomoyoshi Soga, Ph.D., Professor at Keio University's Institute for Advanced Biosciences, which allows for quick and simultaneous measurement of metabolomes, which is said to exist in several tens of thousands within a cell. This technology is gathering attention as the solution to the previously available complex analytics which allowed for analysis of only specific metabolomes.

2. Capital Alliance

M3 will receive 230 million yen in shares of the third-party allotment issued by HMT. Through this alliance, M3 will hold roughly 4.9% in ratio of voting rights, to become the second largest shareholder of HMT. For details regarding the third-party allotment, please refer to “Announcement Regarding Issuance of New Shares by Third Party Allotment” (in Japanese only) disclosed by HMT today.

3. Expected Synergies

Both parties expect to collaborate on the below steps surrounding the development of the biomarker business, to maximize the value of HMT's biomarker development platform by utilizing M3's comprehensive resources.

Step 1: Collaboration in Seeds Excavation

Utilize the m3.com research platform to gather ideas and seeds from physicians at clinical sites to expedite and optimize the productivity of HMT's biomarker excavation process.

Step 2: Collaboration in Development

Utilize M3 group's research and development resources (pharmaceutical affairs consulting, CROs, SMOs, etc.) to expedite the biomarker business development.

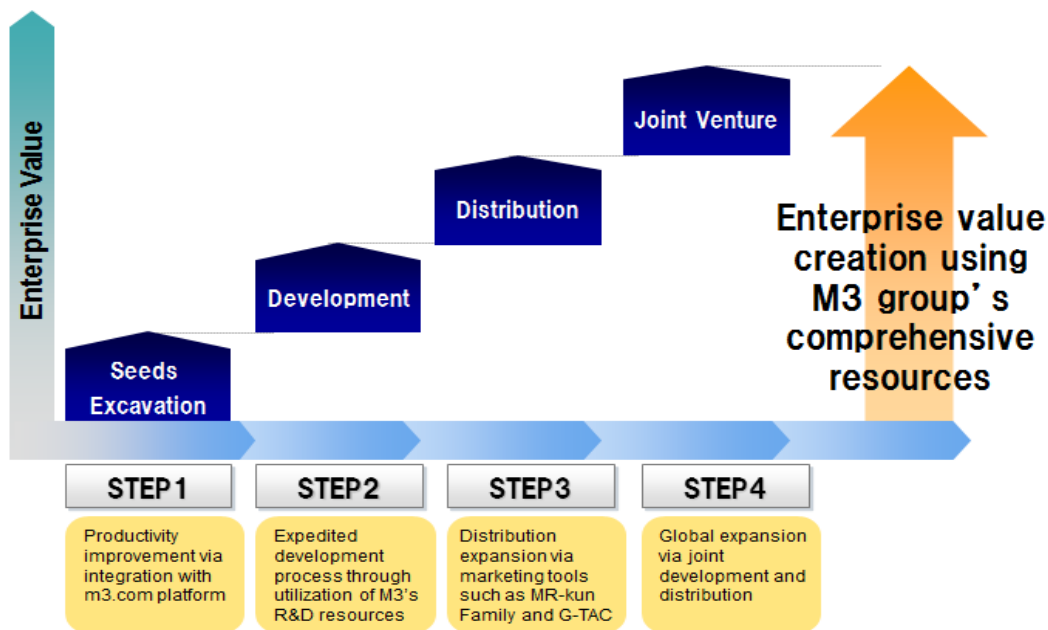
Step 3: Collaboration in Distribution

Utilize M3's group's marketing support services such as “MR-kun Family” and subsidiary G-TAC Co., Ltd., to research and analyze the market potential of biomarker utility, raise awareness of, increase induction at clinical sites, and increase distribution of HMT's Depressive Disorder biomarker. M3 will also support the global distribution of the Depressive Disorder biomarker in the future.

Step 4: Collaboration in Joint Ventures

Future prospects include concentrating management resources from both parties to excavate opportunities for joint development, joint distribution, joint acquisition, and joint business development of biomarkers, and aim for global expansion of Japan originated biomarkers by utilization of M3 group's global platforms.

◆ Synergy Image



◆ HMT Firm Overview

Name: Human Metabolome Technologies Inc. (TSE Mothers: 6090)
 Established: July 2003
 Location: Yamagata, Japan
 URL: <http://humanmetabolome.com/en>
 CEO: Ryuji Kanno
 Business: Metabolome Analytics Business (provide metabolome analysis solutions),
 Biomarker Business (biomarker search, diagnosis, and commercialization within the clinical development field)

◆ What is a Biomarker

Biomarkers are organic indexes that allow for objective evaluation of specific diseases. Below are a few examples of biomarkers:

Exam Indexes	Corresponding Disease
Glucose	Diabetes
Ammonia	Hepatic coma due to hepatitis
Ethanol	Intoxication due to alcohol consumption
Creatinine	Renal Failure
Uric Acid	Gout
Urea Nitrogen	Renal Failure
Hyaluronic Acid	Liver Cirrhosis, Rheumatoid Arthritis
Vitamin B1	Beriberi

